

City of Hayward Historic Context Statement

FINAL

Prepared for the City of Hayward, California



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CIRCA: HISTORIC PROPERTY DEVELOPMENT



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Acknowledgements

While the stories of Hayward continue to find their way out from attics and scrapbooks, the remnants of its history are found in the buildings and structures throughout the city. We hope this context statement leads to a better understanding of the development of Hayward and serves to protect both humble and grand resources that illustrate this growth.

The Circa team responsible for this historic context statement are indebted to the contributions of the City Council, Planning Commission, the Hayward Area Historical Society, Planning Manager Richard Patenaude and the City of Hayward Development Services Department, GIS Specialist Chris Gillis, and Frank Goulart for his research assistance.

Chapter 1

Background and Objectives

1.0 Background and Objectives

1.1 Introduction

What began as a small resort community surrounded by agricultural pursuits has evolved into a City of many cultures, histories, and neighborhoods. The heart of historic Hayward is concentrated downtown and extends east and west from today's City Hall. From this core, the City of Hayward exploded on all sides in the post-World War II period. This growth is particularly dramatic in the areas south and west of downtown. During this period, several other historic communities were annexed into Hayward's boundaries, melding their rich history with that of the larger town to the east.

Between the breakup of the Mexican ranchos in the 1850s-1860s and the post-World War II building and population boom, Hayward managed to evolve slowly and steadily from a rural outpost community to a bustling regional center to a thriving suburban community. Unlike many of its regional contemporaries, Hayward has managed to retain a large portion of its historic residential and commercial environment. In the process, it has retained its sense of community and its identity as a unique place to live and work. During the last 50 years, as municipal boundaries have become blurred by continual development, Hayward has maintained a sense of its historical character. This document strives to codify some of the aspects of this character as presented in the built fabric that the community has chosen to retain and treasure. These are the features that provide Hayward with an individual identity that differentiates it from the surrounding cities.

1.2 Purpose of a Historic Context

A Historic Context enables the assessment of a property's historic significance by creating a framework against which to objectively qualify its relationship to larger historic themes and events. Once this framework has been adopted, qualified historic professionals can then use the Historic Context as a basis for the completion of historical evaluations. Such evaluations encompass the following:

- Evaluate a property's historic significance including its associative value and context utilizing national, state and local criteria and status codes.
- Evaluate a property's integrity and identify character-defining features.
- Establish periods of significance based on substantiated documentation.
- Determine which Standard of the *Secretary of the Interior's Standard for the Treatment of Historic Properties* will be followed for proposed changes (Preservation, Rehabilitation, Restoration, or Reconstruction.)
- Review proposed changes for consistency with the selected Standard to meet the criteria and requirements of the California Environmental Quality Act (CEQA) to avoid a substantial adverse impact.

Historical evaluation of a subject property should use this context statement as a tool for understanding where the property's significance lies within the larger municipal historical

timeline. Such assessments should also include an analysis of the immediate environment that represents the physical context for the building. This is part of determining the level of the resource's historic integrity. Therefore, buildings in their original locations retain a much higher integrity level and consequently are of stronger historic importance than those that have been moved. When determining the historic and cultural value of the resource, its place in history should be evaluated as well as physical location within the City's jurisdiction because in many cases, the location and environmental surroundings played a large role in its historical use and importance in the larger Hayward historic context as outlined in the following pages.

1.3 Location and Boundaries of Study

Hayward is located approximately twenty-five (25) miles southeast of San Francisco, fourteen (14) miles south of Oakland and twenty-six (26) miles north of San Jose along the eastern shore of San Francisco Bay. The boundaries of this study are based on the 2009 city limits of Hayward as well as select locations beyond this limit that have contributed to the historic activities within the current municipal borders. Presently, Hayward encompasses the formerly unincorporated areas of Mt. Eden and Russell City as well as many of the early landings on San Francisco Bay between Alameda Creek and San Lorenzo Creek. Today Hayward encompasses approximately 62.55 square miles that stretch from San Francisco Bay on the west, to the coastal hills and parklands on the east.¹

These boundaries differ slightly from those used for the related historical resources survey. This has been done to provide a more complete picture of the development history of the area and to show the tremendous growth of Hayward over the course of its 150+ year history.

1.4 Context Statement Objective

A historical context statement is an important planning tool that forms the basis for making informed and *fair* decisions. Historic contexts provide an "even playing field" when used later in the survey and evaluation process to establish significance and answer the question "why is this property important". The information as to "why?" is well researched using primary sources such as period photographs, maps, newspapers, brochures, etc., and secondary sources such as books and reports based on primary sources. Because properties can be significant for more than architecture (event, person, yield information) a broad spectrum of sources are consulted. The context statement itself does not evaluate individual properties. Also, it is not intended to be a definitive history of Hayward. It is however, the basis for all preservation planning and provides much needed information that can be used by professionals and laypersons. Because the historic context statement is based on substantiated documentation it is therefore a "living document" that can be added to as valid information arises.

Decisions about the identification, evaluation, registration and treatment of historic properties are most reliably made when the relationship of individual properties to other similar properties is understood. Information about historic properties representing aspects of history, architecture, archeology, engineering and cultural themes must be collected and organized to define these

¹ City of Hayward, "City Services: Hayward-City Profile," City of Hayward, <http://www.hayward-ca.gov/webware/Default.aspx?Message=1518&t=-1>.

associations. The Historic Context Statement provides the City of Hayward identified areas of significance. Our approach describes the significant broad patterns of development in an area that may be represented by historic properties. The Historic Context Statement is the foundation for decisions about identification, evaluation, registration and treatment of historic properties.

The objectives of this project are as follows:

1. Create a well-defined historic context based on property types, architectural character-defining features, local development and land use patterns, and including significance of place and cultural themes for the period of approximately 1850 to 1960.
2. Outline the chronological development of the City with connections made between patterns of development, and structures and properties that may still exist today.
3. Offer an understanding to how and why the City was developed in the way it exists today.
4. Provide documented information to allow for the comprehensive evaluation of a property's importance within the historic context of the City of Hayward.

Historic context statements are important tools for the preservation planning process. This Historic Context Statement is meant to provide the City of Hayward with a means to evaluate potential resources for their associative, architectural, or historic value. Such a tool will provide the city with a baseline reference for updating its local historic preservation ordinance and conducting a survey to inventory historic properties within the City boundaries as well as for developing future preservation initiatives and incentives.

1.5 Next Phase

The next phase after completion of the Context Statement was to conduct a survey of City-identified properties. Two levels of survey were completed: a reconnaissance level survey of the area roughly bounded by Hesperian on the west, Sycamore Avenue on the south, Seventh Street on the east and A Street on the north, and a focused, intensive survey of the downtown area. Both areas were defined by the City and generally cover the majority of the known pre-World War II historical resources in Hayward. The resulting Historic Resources Inventory provides the City of Hayward with an updated inventory of historic resources, an understanding as to why and how some of these resources meet Local, State or National criteria and basic recordation documentation for future reference.

Chapter 2

Methodology

2.0 Methodology

The City of Hayward recognized the need for a Historic Context Statement to assist them in the identification, evaluation, registration and treatment of historic properties. In March 2008 the City contracted Circa: Historic Property Development to provide consulting services to develop the Historic Context Statement. The Circa consulting team (*the team*) included Sheila McElroy, principal, Circa: Historic Property Development; and Becky Urbano, Preservation Services Manager, and Sarah Hahn, Architectural Historian, Garavaglia Architecture, Inc. All team members meet or exceed the *Secretary of the Interior's* professional qualification standards for history or architectural history (see Appendix C).

A “town tour” was conducted in April 2008. The intent was to familiarize the team with the City of Hayward through the lens of "potential contexts" as presented by Richard Patenaude, Planning Manager. In May 2008, the City arranged for Circa to present to the Hayward Area Historical Society with the goal of inspiring several volunteers to assist with archival research and survey verification. Research began in earnest in January 2009 with preliminary information gathering from previously completed studies, identifying potential sources, and initial research with the assistance of volunteers. From March through July the team continued information gathering and began forming a custom matrix to manage information. The matrix is the basis of which contexts were further developed, and as an end product, will be used as an easy reference guide.

Using this preliminary information, a series of chronological periods of development were created as a framework for ongoing research. Potential contexts were also outlined and general questions and areas for exploration were generated. More specific questions were then developed and routed to Frank Goulart, our research volunteer at the Hayward Area Historical Society, for further clarification. Throughout this process, definite holes in the information emerged where little or no substantiated documentation was found. These were the basis for our additional queries to Mr. Goulart and formed the basis for original research by the team. The Draft Context Statement was developed between March and October 2009.

An administrative draft of this document was presented to the City of Hayward Planning Department and reviewed by the Hayward Area Historical Society for content and accuracy. Additional research was undertaken at this time to address discrepancies in information, and to augment several sections that required additional clarification. This information was incorporated into the document, photographs were added and a Draft Context Statement was issued in November 2009 for wider distribution and public comment.

Comments on the Draft Context Statement were collected by the City from January through April 2010 and forwarded to Circa for consideration. These comments have been reviewed and incorporated as necessary into this Final Context Statement for the City of Hayward.

2.1 Research Findings

Substantiated documentation is necessary to finalize a context theme or area of significance. Where substantiated documentation was not available, or there was conflicting documentation,

the theme or area of significance is identified as needing further research to corroborate. These items are noted with asterisks.

2.2 List of Resource Types

The following are general resource types. Individual resources of these types are listed in the bibliography.

- Historical societies – including the California Historical Society, Hayward Area Historical Society and other local historical societies,
- Public and private archives and libraries – including the San Francisco Public Library, Main Branch, the Bancroft Library, the Oakland Public Library, Main Branch, the Hayward Public Library, Main Branch and other local and regional repositories,
- Census records,
- Newspaper clippings – including historical and contemporary newspapers available in online repositories as well as in the collections of various archives and libraries,
- Books,
- Maps – including Sanborn Fire Insurance Maps, United State Geological Survey Maps, coast survey maps and a wide variety of specialty maps included in previously completed reports,
- Promotional material,
- Volunteers,
- Scholarly articles,
- Trade publications,
- Period photographs,
- Oral histories,
- Government publications – including previously commissioned reports,
- Environmental reports,
- Previously prepared contexts and historical evaluations.

Chapter 3

Organization of Historic Context Statements

3.0 Organization of Historic Context Statements

3.1 Historic Context Themes

Main sections of historic contexts are generally organized into “themes” or areas of significance as identified in National Register Bulletin 15: *How to Apply the National Register Criteria for Evaluation*. This bulletin explains that a determination must be made on how the theme of the context is significant in the history of the local area, the State, or the Nation. “A theme is a means of organizing properties into coherent patterns based on elements such as environment, social/ethnic groups, transportation networks, technology, or political developments that have influenced the development of an area during one or more periods of prehistory or history. A theme is considered significant if it can be demonstrated, through scholarly research, to be important in American history. Many significant themes can be found in the list of Areas of Significance used by the National Register.” This list is quoted as follows:

Areas Of Significance:

| | |
|----------------------------------|------------------------|
| Agriculture | Native American |
| Architecture | Pacific Islander |
| Archeology | Other |
| Prehistoric | Exploration/Settlement |
| Historic--Aboriginal | Health/Medicine |
| Historic--Non-Aboriginal | Industry |
| Art | Invention |
| Commerce | Landscape Architecture |
| Communications | Law |
| Community Planning & Development | Literature |
| Conservation | Maritime History |
| Economics | Military |
| Education | Performing Arts |
| Engineering | Philosophy |
| Entertainment/Recreation | Politics/Government |
| Ethnic Heritage | Religion |
| Asian | Science |
| Black | Social History |
| European | Transportation |
| Hispanic | Other |

Themes are then tailored to accommodate areas of significance specific to a particular community when appropriate. In this way, contexts follow a common thread of understanding regarding building development and growth patterns, cultural and ethnic evolutions and economic changes etc., while allowing for customization or specification in areas that define community character. One obvious context for Hayward, and indeed the East Bay Region, is agriculture. However, we explore six other context areas, all interrelated, that we feel characterize the reasons for, and results of, the development of Hayward as a community.

To better understand important historic events and their impact on the local community and/or historical resource, it is often helpful to have a sense of the larger natural, political and social setting in which these events took place. While this document is concerned with the development of Hayward, the community's connection to broad historical movements and natural setting are key elements in understanding the influential factors that may be implied in the following discussions but not overtly stated.

3.2 Summary of Regional Geography and Geology

Hayward has traditionally served as a crossroads. Today it serves as a transportation crossroads where State Highway 238 connects Interstates 880 and 580. In an earlier era, it was a trading hub where farmers and local businessmen brought their goods for shipment to other parts of the region and state. This was done first via barge and schooner, then by rail. Geographically, Castro Valley splits the coastal range at Hayward, allowing for ready access from the Livermore Valley to San Francisco Bay. Early Native American footpaths followed along the base of the mountains with branches west to the abundant and accessible Bay shoreline.

Geologically, it is largely shaped by the work of the Hayward fault. This fault line is a spur of the Calaveras fault, which in turn is a spur of the San Andreas fault. The United States Geological Survey considers it the "principal active branch of the San Andreas" fault.² It runs approximately along the base of the coastal mountains from the Niles district of Fremont, through Hayward, north along Highway 580 to its junction with Highway 13, then along Highway 13 to Berkeley, under the Berkeley Stadium and north to San Pablo Bay. Within the City of Hayward, the fault runs along the coastal hills at the western edge of Garin Regional Park, across the southern edge of La Vista Quarry, slightly east of Holy Sepulchre Cemetery, across Harder Road, along Central Boulevard where it then crosses Carlos Bee Boulevard before paralleling Mission Boulevard through North Hayward. It passes under route 238 just west of the interchange with 580.³ Its last major rupture was in 1868 and comparisons with historical data suggest that the fault is long overdue for another event.

3.3 Summary of Regional History

The timeframes utilized in this section were not arbitrarily selected nor divided into equal ten-year increments. The dates selected are based on broad settlement patterns and trends affected by the gold rush, technological advances (industry) and WWII. Specific events, such as the 1906 earthquake, are called out in the body of the context *theme*.

3.3.1 Northern California before 1850

Prior to the Gold Rush of 1849, California was sparsely populated by ranchers. Several important settlements (San Francisco, San Jose, Sacramento, Monterey, etc.) developed around the Missions and served as regional cultural and social centers for the northern part of the territory. It was to these outposts that most immigrants first traveled. Getting to the west coast was a long

² Carl A. von Hake, "California: Earthquake History," United States Geological Survey, <http://earthquake.usgs.gov/regional/states/california/history.php>.

³ *Active Traces of the Hayward Fault: Zoomable Map*, United States Geological Survey, http://earthquake.usgs.gov/regional/nca/haywardfault/zoomable/HF_C.php.

journey of six months or more. Some ventured over land, either through the high Sierras or via the southern desert route. Others came by sea, around Cape Horn to seek their fortunes in a largely open, unpopulated and resource rich land. During this time, California rapidly moved from a Mexican territory, to an independent republic to a state in the Union. It was an unpredictable place that attracted adventurers and entrepreneurs. These first settlers worked hard and many were soon rewarded as money from the gold fields eventually found its way westward and into their pockets.

3.3.2 1850 - 1906

After the discovery of gold at Sutter's Mill, California became world-famous. People from all walks of life and from every corner of the globe sought out ways to get here to stake out their claims for gold, minerals and land. These early days of statehood were marked by rapid growth and a slow evolution from frontier territory to functioning state. The state capital moved from San Jose, to Vallejo and then to Benicia before settling in Sacramento in 1854. This period was also affected by a remarkably large number (17 in a 40-year period) of moderate to severe (>5.0) earthquakes, including the 1868 quake along the Hayward Fault. It also benefitted from major technological advances such as the telegraph and industrial mechanization as well as substantial public and private investments in infrastructure such as railroads. Land was transformed around the state from grazing pastures to cultivated parcels of vegetables, fruits and nuts and the ancient forests were leveled to supply lumber for housing and building campaigns throughout the west. In general, people poured into the California from across the world during this period and San Francisco became the largest city on the entire West Coast.

3.3.3 1906-1945

The heady years after the gold rush continued until the San Francisco earthquake of 1906. From this point forward, the Bay Area, and San Francisco in particular, struggled to show the world that it could recover and rebuild better than it was before. The result was the Pan-Pacific International Exposition in 1915. Beyond this singular event, Californians benefitted from expansions of state infrastructure, including roads and public works projects that set the stage for continual growth in statewide settlement. Investments by the United States government at the start of World War I continued through the post-World War II period, transforming the entire California coastline into an active military defensive zone. Warships and supplies of all types were manufactured around the Bay while thousands of American soldiers were deployed through installations at Monterey, Oakland, Alameda, San Francisco, Hayward and elsewhere. Tremendous technological advances, shifts in populations, and governmental policy changes dramatically altered the identities and lives of Californians during this period.

3.3.4 1945-1960

After World War II, many soldiers stayed in California and many of the wartime industries adapted their machinery to produce consumer goods. This population explosion forced people to move out of the traditional settlement areas and into the smaller towns and cities nearby. Suburbs began to form in areas that once were full of fruit trees and vegetables, as formerly small towns became cities. During this period, the open spaces between Hayward and San Lorenzo to the north, and Hayward and Union City to the south, became new neighborhoods almost overnight. Developers began to popularize a new housing type – the modern suburban housing development – where large numbers of similarly sized, proportioned and designed homes were constructed for

the mass market. Hayward became the modern California suburb and expanded its retail and commercial spaces, its school system, its government and its city boundaries to reflect the new post-World War II reality.

3.4 Summary of Hayward's Historic Context Themes

3.4.1 Historic Context Theme 1 – Native and Mexican Settlement

The rich marshlands and freshwater streams in southern Alameda County have been important to humans from an early point in civilization. For thousands of years a large Native American population, collectively called the Ohlone, thrived on the rich plant, animal and sea life of the San Francisco Bay area. The arrival of European explorers in the mid-eighteenth century brought rapid changes for the Ohlone and for the land upon which they lived. Soon, Missionary fathers and Spanish soldiers overwhelmed the native population, and land cultivation was introduced. The state-sponsored Mission system set up a pattern of settlement that shaped the identity of what would eventually become California. These Missions became centers of trade, travel and settlement for Spanish, Mexican and then American settlers. While the transitions from Ohlone land to Spanish control to Mexican governance to American statehood were not all accomplished peacefully, each left its lasting mark on the identity of the region. Very little architectural fabric is left from any of these groups. Therefore, it is important to understand how they lived on the land, as their artifacts and impacts on the land may be the most direct evidence that can be gathered to complete the historical record.

3.4.2 Historic Context Theme 2 – Pioneering Settlers

Hayward's pioneering settlers were entrepreneurs – hard working individuals and families that adapted to the rapidly changing economic and political climate of early California. The western bay lands were first settled by avid hunters and farmers who saw great potential in the abundant wild life and rich soils at the waters edge. They first developed ports or landings, then they cultivated land to provide products to ship from their ports. Soon others followed and more specialization of occupation developed – farmers farmed a variety of crops, shippers further developed the ports to handle the increasing amount of goods and people coming to the area, and businessmen started to set up services for the growing population. Further east, development of a different sort occurred. Here William Hayward and other early businessmen catered to overland travelers, providing provisions, lodgings, and services such as stage connections. Between these two areas, farms, orchards and eventually the railroads filled in the gaps.

3.4.3 Historic Context Theme 3 – Community Growth & Development

The first 90 years of Hayward's history (1850-1890) was marked with slow but steady growth, largely fueled by immigrant settlers seeking their own piece of farmland close to the markets of San Francisco. The result was development of not one, but several communities that would eventually merge to become the modern City of Hayward. Each developed its own school system, churches and commercial center. Each had its own stop on the railroads that eventually crossed through the area. While each had its own unique identity, it was the City of Hayward that was the center of regional commerce and growth. Only Hayward incorporated, in 1876, to become an official municipality apart from the County of Alameda. Incorporation allowed them to establish fire departments, a police force, a high school and lead to the growth of many regional enterprises such as trade groups, banks, and libraries.

3.4.4 Historic Context Theme 4 - Agribusiness

Agriculture was the foundation of the regional economy for nearly 100 years. It began with goods being shipped from the landings from both local farms and from areas far inland. Geography made the coastal areas near Hayward, the closest shipping point for much of the Livermore and Amador Valleys. When railroads diminished the importance of Hayward's ports, it increased Hayward's importance as a regional rail hub. This spurred the development of vast orchards by Meek and Lewelling and a host of smaller farmers. Truck farming became a mainstay of the local and regional economy. Such quantities and quality of produce made location of food processing plants in the area a highly advantageous venture. Hunts Brothers eventually recognized this (with help from locally sponsored incentives) and built the largest canning and manufacturing plant in the country in 1896.

This growth continued to accelerate in the beginning of the 20th century, as Hayward became a regional food processing and commercial center. Workers were drawn to the growing number of industries located along the railroad corridor just west of town. This resulted in growth of the school system, further formalization of the fire department, construction of a dedicated City Hall building and the further expansion of the streetcar system. Even though this period was marked by substantial growth of many commercial and community sectors, it still occurred at a reasonable pace that was mirrored by similar communities in the Santa Clara Valley where food processing and agriculture drew a variety of immigrant groups and settlers.

Beyond food, Hayward also excelled at livestock and poultry husbandry, as well as livestock processing. A wide variety of animals, from dairy cows to pigeons, were raised for meat and pelts throughout the Hayward area. In many cases, the concentration of certain animals was higher in Hayward than in any other place in the world. Shipments were sent not only to other parts of the United States, but across the globe. For a brief portion of the early 20th century, Hayward had a worldwide reputation for squab and other animal meats and products.

The City of Hayward geographically and economically represented a dividing line along the eastern San Francisco Bay. The towns and areas north of Hayward were primarily engaged in industrial and port-related pursuits and served, at least partially, as bedroom communities for Oakland and San Francisco. To the south, the economic drivers were largely derived from agricultural enterprises. This included cultivation of crops, maintenance of animal herds and/or processing of food for export. Until after World War II, Hayward resembled its southern neighbors with a high concentration of agricultural businesses and supporting industries. It was only after land became more valuable for housing that these enterprises moved to the current agricultural centers in the California interior and Hayward resembled more closely the communities to the north.

3.4.5 Historic Context 5 – Commercial Development

Apart from agriculture and agriculture-related businesses, most commercial growth in Hayward was established to serve the local citizens. Banks, blacksmiths, grocers, retail stores and theaters were formed to support and promote life in a small town. As shipping technology improved, refrigeration plants, cold storage, warehousing companies, trucking firms and industrial manufacturing took root along the Southern Pacific Railroad tracks at the western edge of town.

As these industries waned in the 1970s, they were replaced by office parks that served the growing regional technology and commercial economy.

3.4.6 *Historic Context 6 – Cultural and Religious Groups*

California has always been a multicultural state. This is particularly true of the Bay Area because it was a landing point for many travelers. Prior to the completion of the Transcontinental Railroad in 1869, the majority of people arrived by ship to the port of San Francisco. From there they disbursed throughout the region, establishing farms, communities and businesses. Hayward was primarily settled by two immigrant groups – Danes and Portuguese – who immigrated from their homelands, and by a variety of Northern European settlers who moved from the eastern portions of the United States. After the first individuals arrived and settled, they encouraged others from their hometowns and states to come join them. Jobs were provided until they could afford to purchase their own farms and send for their families back home.

Each immigrant group brought with them customs and religious affiliations from their respective countries. To this was added the influences of recent arrivals from the eastern United States. The result was a sprinkling of various religious denominations throughout Hayward and the surrounding settlements. Catholic, Methodist, Episcopal, Presbyterian and other churches were quickly established. Many of these 19th century buildings still remain, although perhaps not in their original locations.

3.5 Important Names and Sites

In order to keep the summaries reasonable in length and consistent in depth, not all contributing people or places are mentioned in the text. Following the historical summary provided for each context, a bulleted list of names and sites associated with that context is provided. This list includes those people and places already mentioned in the text as well as other contributing family names, individual people and/or buildings and sites associated with that context. This list is intended to serve as a quick reference point when evaluating a property. While this list is not intended to be prioritized or by any means exhaustive, it should function as a first reference point to help evaluators determine what associations might be considered indicators of connections to that context.

3.6 Naming Conventions

Hayward has historically been referred to by several variations of its current name. Guillermo Castro originally called it San Lorenzo, after his rancho. When Atherton gained control of Castro's land, he referred to the town as Haywood. At the time, most people were already calling the area Hayward's after William Hayward's hotel, however state law prohibited the naming of any city after a living person. At incorporation in 1876, it was called Haywards. This name remained until 1894 when the "s" was dropped. In 1928, it became the City of Hayward. Throughout this document, all of these names are presented, although most are qualified. Depending on the date of the reference, Haywards and Hayward are used interchangeably.

In conjunction with municipal name changes, streets in Hayward have not always remained constant. This is particularly true of the downtown area. Castro named the streets in his original

plat. These names were changed when Atherton added blocks to the downtown area. Over the years, streets were renamed for important individuals, landmarks, or simply because of changing tastes. Within this document, the historic names are generally used and reflect the date of the event being discussed. After the historic names, the modern street names are provided in parentheses for ease of reference.

Chapter 4

Historic Context 1: Native and Mexican Settlement

4.0 Historic Context 1: Native and Mexican Settlement

4.1 Overview

During the last ice age, approximately 15,000 years ago, San Francisco Bay was largely non-existent. The Sacramento river flowed through a deep trough that ran through what is now San Pablo Bay, between modern Marin and San Francisco counties at the Golden Gate and out to the ocean, nearly 15 miles further west of today's coastline. Then, roughly 8,000 years ago, the ice caps began to melt, flooding the shallow areas near the coast and along the rivers. The result was a rich wetlands environment surrounding the newly formed San Francisco Bay.

The earliest evidence of human habitation in the San Francisco Bay region dates to approximately 10,000 years ago, around 8000 BCE (Before Common Era). During the next several millennia, these groups became increasingly organized and sophisticated, establishing governing groups and trade routes to neighboring areas. It is estimated that prior to the arrival of Spanish explorers, there were over 10,000 people living between Point Sur and San Francisco Bay.⁴ They flourished as a culture until the mid-1700s, when they encountered the first Spanish explorers. For the next half-century Spanish military and Catholic Church missionaries tried to bend the native cultures to the will of European social and religious norms, with little success. Their efforts largely ended when Mexico won its independence from Spain and discontinued the strong governmental support of the mission system. Instead, favored Mexican citizens bought or were given control of vast holdings of land. These wealthy Californios built up large cattle ranches and brought a new population of farmers and ranchers to the Region. This too was short-lived as the ever-increasing tide of European immigrants fleeing to the eastern United States began to move west in search of gold and land. Conflicts arose and war between the Californios and the local Mexican government ensued. The result was the Republic of California, which later became the 31st state in the Union.

4.2 History

The following gives a brief history of the three main groups to occupy the eastern San Francisco Bay before statehood was ratified in 1850. These groups are the Ohlone tribes, the Spanish military and missionaries, and the Mexican Californios. Not much of the architectural record remains for any of these groups. Most of what is known of the Ohlone, for example, comes from archeological research and excavation. Many sites have yet to be discovered; therefore, knowledge of general Ohlone settlement patterns will aid in identifying probable locations of undiscovered sites. While unlikely in the heavily developed Hayward area, such an understanding could prove critical to protecting as yet unidentified sites during any future development.

The Spanish period of settlement is primarily the result of the founding of Mission San Jose in Fremont in the late 18th century. Each mission was surrounded by thousands of acres of land for cattle grazing and crop cultivation. At one point, Mission San Jose was one of the most prosperous missions in the system, shipping goods throughout Alta California. Its lands had

⁴ Malcolm Margolin, *The Ohlone Way* (Berkeley, California: Heyday Books. 2003), 1.

excellent water access along the bay shore and were fed by numerous fresh water streams and springs. This made the lands highly desirable and when the Missions were secularized during the Mexican period, they were distributed to highly favored generals and soldiers in the Mexican military.

However, when San Francisco Bay became a jumping off point for the gold mines in 1848, the Mexican land grants were quickly overwhelmed with squatters from other parts of the United States and Europe as people who did not find wealth in the mines returned to the Bay to settle. This, and the long, complicated and inexact legal process instituted to verify the validity of Mexican grants eventually bankrupted most Californios.

4.2.1 Ohlone

Hayward exists within a larger region that was previously occupied by the Ohlone or Costanoan group of Native Americans. While categorized as a single population of Native Americans, the Ohlone actually were a loose affiliation of many different sub-populations and tribes, each with a similar, although distinct, language. In the eastern region of San Francisco Bay, the particular language was known as Chochenyo, or East Bay Costanoan.⁵ The term *Ohlone* is preferred by modern descendants, although traditionally they have been referred to as *Costanoan*, which was traditionally the ethnographic descriptor used. Today, both are typically used interchangeably. For consistency, this report chooses to use the term *Ohlone* when referring to the Native American population that existed prior to European settlement.

Each tribe was largely self-sufficient and semi-nomadic. While there is evidence to suggest that neighboring tribes shared enough linguistic familiarity to understand each other, most tribes spoke a unique dialect that distinguished them from their neighbors. Beyond the immediately adjacent tribes, it was likely that there was little contact with other groups further afield as their languages would not have been understandable. This isolated linguistic development made each tribe an independent political unit. They controlled specific territories and had near exclusive access to the natural resources of these territories.

The Ohlone lived in thatched huts and migrated with the seasons to areas where fresh water was available. Shellfish and native grasses were particularly important parts of their diets, as were acorns, seeds and berries that were found on the level planes near the shoreline. While primarily hunters and gatherers, they did practice controlled burning to encourage growth of particular foodstuffs and grasses.⁶

The abundance of natural springs and freshwater wetlands in the region also provided many suitable locations for temporary settlement. This cultural habit of wandering made them unusual from other Native American groups in the western United States. This was due in part to the abundance of fish, game, and wild grains around them that did not require cultivation of supplemental foods to sustain the population. Whatever plants they consumed were augmented by the elk, deer, rabbit, wild birds and fish they could readily catch. Their primary hunting

⁵ William Sturtevant, ed., *Handbook of North American Indians*, Volume 8, *Costanoan*, by Richard Levy (Washington, D.C.: Smithsonian Institute, 1978), 485.

⁶ Ibid, 491

weapons were the bow and arrow but most were also proficient with knives for close hunting and meat preparation.

The numerous shellmounds around the Bay Area of significant size point to a population that had been settled in the region for many generations. It is believed that the first inhabitants arrived approximately 10,000 years ago. Changes in burial practices occurred several times and appear to mark periods of upheaval, possibly due to invasion from outside groups. The Ohlone tribes that have been studied throughout the Bay Area are suspected to have arrived around 500 B.C.E. as shown during one of these periods of upheaval. Whatever the reason for the shift in population, archeologists believe that evidence in the shellmounds indicates a relatively stable and peaceful population from this point forward that maintained consistent levels of lifespan and health and practiced the same rituals and rites for at least 1000 years before the Spanish arrived. This is remarkable when compared to the violent behavior and extreme shifts in European populations during the same period.

When the missionaries came to the region in the 18th century the Ohlone first greeted them fearfully. Accounts from the time tell of frightened natives falling to the ground to avoid detection, of women bursting into tears and of men gathering bows and arrows but approaching too scared to shoot. The Spanish tried to trade glass beads and cloth, items both foreign and fascinating to the Ohlone. Increased contact brought about an evolution of their behavior and most soon greeted the Spanish with excitement in anticipation of the goods they traded.

As the Missions began to take shape along the California coast, the curious Ohlone were easily drawn in. The Franciscan fathers envisioned themselves as saviors to a heathen population of idolaters and immoral souls. At first the natives were willingly baptized, not understanding the implications of their actions. Once the natives were baptized, the fathers felt a responsibility for their newly Christian souls. This responsibility encompassed not only teaching them the ways of the Bible, but also teaching them the benefits of a proper Spanish life based on prayer, farming, Spanish clothing and the Spanish language. The company of soldiers stationed at each church compound rounded up natives who tried to escape the Mission grounds. The fathers applied capital punishment to reform the offending individual and to make an example of them to the others.

The baptized Ohlone, referred to as neophytes, were housed in very crowded conditions. Those that were not married according to Christian doctrine were segregated by sex. Men lived in one area and tended the gardens and vineyards or made bricks for construction while the women lived in another area and spent their time spinning, weaving, or preparing hides for export. The two groups met only for prayer and were always closely watched by the Franciscans and by the soldiers.

In this way, the fathers hoped to introduce Christianity, Spanish civility and farming to the heathens. Eventually, they believed, the neophytes would come to understand the morality and goodness of these things and thank the fathers for bringing them such knowledge. The fathers would then leave the missions in their hands and move on to save natives further inland.

Instead, European diseases such as measles, mumps, influenza and smallpox, spread rapidly through the crowded dormitories, killing large segments of the mission populations. The climbing death toll from European illnesses combined with the declining birth rate resulting from the rigid separation of the sexes, quickly led to a dwindling native population. Cut off from family, from their villages and deprived of their traditions, the Ohlone cultures soon dwindled as well.

In 1834, after Mexico won its independence from Spain, the Mexican government secularized the missions, leaving the Franciscans to fend for themselves. With little food and no support, many of the fathers left and their neophytes died of starvation. Those that did not starve left the missions in search of work and shelter on the ranches. Small pockets of Ohlone from various tribes settled together and tried to return to the old ways of hunting and gathering but were persecuted as robbers and thieves by the Mexican Californios who now claimed their tribal lands. With only fragments of the culture and language left, they were unable to re-establish tribal organization on a scale comparable to the periods before Spanish and Mexican settlement. Instead, they assimilated into the surrounding communities and adopted a European and western way of life.

Because of the impermanent nature of the Ohlone dwellings and villages, very few physical remains of their settlements exist. Their burial and refuse locations provide the most direct evidence of their existence in the region. At the end of the 19th century there were an estimated 400 shellmounds around the San Francisco Bay. Today most have been destroyed by construction or severely compromised by centuries of farming.

4.2.2 *Spanish*

The first Europeans to come to the San Francisco and Monterey Bay areas were Spanish explorers operating out of Spanish-controlled Mexico in the 18th century. Captain Gaspar de Portola and his exploration party are generally credited with “discovering” San Francisco Bay in 1769. The purpose of their mission was to locate Monterey Bay, which they failed to do, by taking a coastal route. Instead they passed Monterey and viewed San Francisco Bay from a hilltop near present-day Pacifica.

In January 1774, Juan Bautista de Anza led an exploratory expedition from present-day Arizona through the Spanish territory in Alta California. This group of padres and military personnel included a soldier named Joaquin Isidro de Castro and his young family. This family was Don Guillermo Castro’s father and grandfather. The group spent the next year traveling through Arizona and California. They eventually came as far north as Monterey, California, then the capital of the region, before returning south. The King of Spain was pleased with de Anza’s journey and the information gathered by his team. When de Anza returned to Spain, he was promoted to Lieutenant Colonel and given the task of returning to Alta California with a group of colonists.

In 1775-1776, de Anza and approximately 240 colonists, soldiers and padres on an expedition from Sonora to San Francisco Bay at the request of the King of Spain.⁷ The group encountered

⁷ Center for Advanced Technology in Education, University of Oregon, “Diary of Pedro Font: Sunday, March 31, 1776,” Web de Anza Project, <http://anza.uoregon.edu/Action.lasso?-database=font76&-layout=standard&->

many trials along the way, including attacks by natives, sickness, and desertion. They made their way up as far as present-day Burlingame before de Anza granted permission for the colonists to proceed further to establish the settlement they were seeking. This resulted in the founding of the San Francisco and the Presidio of San Francisco by one of de Anza's team, Ensign Jose Joaquin Moraga. On March 31, 1776, the diaries from this expedition recorded a campsite at the Arroyo de la Harina, along San Lorenzo Creek in the vicinity of present-day downtown Hayward.⁸ The entry from this date notes viewing six native villages during the course of the day as they traveled around and over the many creekbeds leading from the coastal hills to the Bay.

It was during this trip that Father Pedro Font documented their journey in writing as well as noting areas suitable for future missions by carving crosses into trees. 1776 marked the founding of Mission San Francisco de Asis (Mission Delores) and El Presidio de San Francisco were established in their current locations in the City of San Francisco. In the following year, Mission Santa Clara and El Pueblo de San Jose de Guadalupe were founded. However, it wasn't until 1797 that Mission San Jose was founded as the fourteenth mission as part of the second wave of mission construction in Alta California.

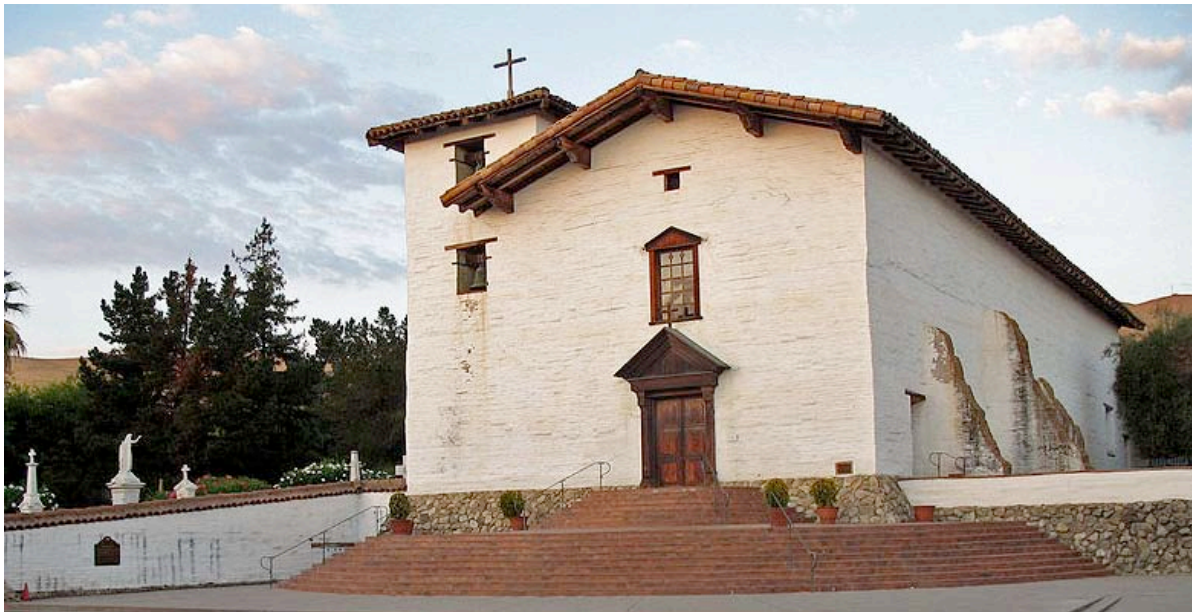


Figure 1. Mission San Jose (Photo: wikimedia.org, accessed 4.22.2010).

Father Fermin Francisco de Lasuen founded Mission San Jose on the site of an existing Ohlone village. The Spanish government granted the Church a large swath of land that approximately covered the distance between present-day cities of San Jose and Oakland. The fathers and their native charges used the land to graze cattle and raise crops to feed the mission population.

op=eq&date=3/31/1776&-response=format/font76pg2fmt.html&-maxRecords=100&-noresulterror=anzaweb/sorry.html&-search.

⁸ National Park Service, "Juan Bautista de Anza National Historic Trail: Alameda County, California," *Comprehensive Management and Use Plan and Final Environmental Impact Statement from the Juan Bautista de Anza National Historic Trail*, 1996, Web de Anza Project, <http://anza.uoregon.edu/Action.lasso?-database=atlas&-layout=standard&-op=eq&ImageFileName=almeda.gif&-response=format/atlasfmt.html&-noResulterror=/sorry.html&-search>.

Mission San Jose eventually became the center of life in the area as settlers in the outlining areas came to trade, attend mass and hear news of happenings elsewhere in the Spanish empire.

4.2.3 Mexicans

The founding of the missions continued in Alta California even as problems began for the territorial governors in Mexico. By 1810 tensions between Spain and its Mexican territory reached a head and Mexican rebels declared themselves an independent country. Nearly a decade of fighting on Mexican soil ensued. In 1817, a Mexican constitution was ratified and five years later, the newly established government took over control of the missions.

For a while the Franciscans brothers remained at the missions and ran them as they always had with the support of the Mexican Army. However, in 1834, the government secularized the Missions, stripping them of their lands and government support. The lands were given to well-connected Mexican citizens who either paid a nominal fee or were being rewarded for military services. With the loss of military and governmental protection and support, the missions soon fell into poverty and disrepair. Food shortages and old age forced many Franciscans to return to Mexico or to abandon the more remote missions. Their Ohlone converts were left to fend for themselves and sought work on the surrounding ranchos.

In 1841, Mexican Governor Juan Alvarado granted Don Guillermo Castro a token parcel of 600 varas of the Mission San Jose lands near San Lorenzo creek. Later that year, he granted Castro's brother-in-law, Don Francisco Soto, a neighboring parcel of approximately 1.5 square leagues. By 1843, the governor finalized the rest of Castro's grant of six square leagues that encompassed much of the best of the former Mission San Jose grazing lands. Castro named it Rancho San Lorenzo after the creek that divided his and Soto's properties.⁹

Like most other large landholders throughout California, the Dons constantly battled with settlers trying to illegally settle on their property. These squatters were coming in increasing numbers and were starting to become more brazen and aggressive in their settlement tactics. This largely continued because there was little recourse the Dons could take besides individually, physically forcing these individuals off their property. According to Mexican law, non-Mexican citizens could not own Mexican land, but this law was not recognized by the squatters who were traveling from other parts of the United States. The squatters capitalized on the difficult position of the Dons and many came west to force claims on pieces of the large ranchos. While Castro does not appear to have been overly plagued with illegal settlement on his lands, this trend contributed greatly to future events throughout California. As a result of these settlement pressures, over the next ten years, problems continued to brew.

Tensions between Mexico and the American settlers came to a head in 1846 when the Mexican Governor, Jose Antonio Castro, issued an edict to all American settlers in the Mexican territories in California.¹⁰ They were told to relinquish their claims on Mexican-held land or face involuntary removal. Many of these settlers had lived and worked the disputed lands for years.

⁹ 1 square league = 25,000 square Spanish varas = approximately 4400 acres; Therefore, Castro's grant was roughly 27,000 acres or over 42 square miles in size. Thomas Ulvan Taylor, *Surveyor's Hand Book* (New York: McGraw-Hill Book Company, Inc. 1908), 18.

¹⁰ There does not appear to be any relation between Governor Castro and Don Castro.

They were angered by the governor's proposal to remove them. Twenty of these settlers banded together near Santa Clara and ambushed a shipment of Governor Castro's horses being sent to nearby troops charged with carrying out his orders to evict the Americans. They met little resistance. Emboldened with this success, they continued to Sonoma to General Vallejo's home to force his surrender.¹¹ Here too, they met little resistance and easily captured a compliant Vallejo. U.S. Army Captain John Charles Fremont joined the Americans' fight and the small group soon controlled most of northern California. They referred to themselves as "Bear Flaggers," after the flag they fashioned for their independent Republic of California. The Republic of California lasted only a few months but these events, and similar struggles in Texas had long lasting repercussions. Together, they prompted the U.S. to declare war on Mexico later that year.

The Mexican-American War ended in 1848 with the signing of the Treaty of Guadalupe-Hidalgo just days before the discovery of gold at Sutter's Mill. The terms of the treaty transferred all of present-day California, Nevada and Utah and parts of Arizona, New Mexico, Colorado and Wyoming to U.S. control in exchange for \$15 million. California became a state in 1850. Rancho lands became hotly disputed after Mexican control was eliminated and many were disputed in U.S. courts for the next several decades.

Guillermo Castro

Guillermo Castro was born in California in 1810 to Don Carlos Castro of Las Lagas Rancho near present-day Morgan Hill. The family originally came to California as part of deAnza's 1774 expedition, when Carlos Castro was a child.¹² (See page 19.) They settled throughout California on various land grants given to them for their continued military service to Spain and later, Mexico. Like his father, grandfather, brothers and uncles, Guillermo Castro was a career soldier, serving in the Mexican army. While stationed at Mission San Jose, he came to admire a stretch of land in the Mission's grazing grounds. It was a broad valley served by several creeks that flowed to the Bay. The grasses were abundant and the cattle, sheep and goats grew fat.

600 varas of this area was granted to Castro in 1841 and the remaining six leagues were granted in 1843 in recognition of the years of service he gave to the Mexican Government.¹³ Rancho San Lorenzo eventually totaled over 27,000 acres and included most of present-day Castro Valley, San Lorenzo, Hayward, Cull, Crow and Palomares canyons. All told, his land holdings encompassed almost 42 square miles. His sister's husband, Francisco Soto, was granted a smaller plot west and slightly north of Castro's holdings.

During this time Guillermo Castro married Maria Luisa Peralta, a daughter of Don Luis Peralta, who once owned all of present-day Oakland, Berkeley, El Cerrito, Albany and Richmond. As a

¹¹ Vallejo was the Mexican government's acting commandant of the Northern Frontier. As such, he controlled all military forces and supplies in Northern Alta California.

¹² Center for Advanced Technology in Education, University of Oregon, "Who's Who: Soldiers of the Expedition," Web de Anza Project, <http://anza.uoregon.edu/people/whoswho.html>.

¹³ Owen McArdle and Ina D. Coolbrith, *Past and Present of Alameda County, California* (Chicago: S.J. Clarke Publishing Company, 1914), chapter 2.

wedding gift, the young couple received 230 head of cattle.¹⁴ Together they had many children and operated a large cattle ranch in the Hayward area.



Figure 2. Depiction of Castro's adobe (illustration courtesy of the Hayward Area Historical Society).

In spite of Castro's success as a cattleman and rancher, he struggled with money and was often in debt to his neighbors and friends. This was a result of his known penchant for gambling, often winning and losing large sums of money. By the time William Hayward arrived in the early 1850s, Castro was considering selling small portions of his land to the European settlers to raise capital to repay his debts.

Later in 1852, after reaching an agreement with Hayward, Castro headed south to Los Angeles to purchase livestock. With him he carried over \$35,000 in gold for these purposes. Along the way, he became involved in card games, eventually losing all of his money. To purchase livestock, he borrowed heavily from his friends and neighbors, hoping to replenish his coffers after selling some of the cattle in the mining towns to the east. This too failed to bring the rewards he was seeking, leaving Castro deeply in debt. He decided to sell off more of his land and platted the town of San Lorenzo (present-day Hayward) near his adobe.¹⁵ Ultimately, Castro was forced to mortgage his ranch to Faxton Atherton. When Castro could not pay on his obligations, Atherton purchased the remaining acreage for \$400,000. Leaving in disgrace, Castro took his wife and younger brood to South America, where he finished out his life.

¹⁴ Ibid.

¹⁵ John S. Sandoval, *The Rancho of Don Guillermo: A History of Hayward, Castro Valley and San Lorenzo, Volume I* (Hayward, California: Mt. Eden Historical Publishers, 1991), 36.

4.3 Summary

It was in the last few years of Mexican governance, and through the first few years of U.S. statehood, that the pioneering settlers came to Hayward. From what we understand, they found an area devoid of native settlements, and land already claimed by Mexican grant holders. Not much remains in the architectural record from this period in the vicinity of Hayward and because of the intensive development of all areas for commercial and residential purposes, the possibility of discovering artifacts related to the Ohlone and later settlers is rather low.

It is important to remain aware of the types of areas that are likely to yield such information. This is critical to insuring that pieces of history are not unduly lost. The Ohlone lived in the area for over a millennium, while the Spanish and Mexican settlers combined occupied the land for little more than a century. Therefore, the likelihood of finding artifacts or settlement areas associated with the Ohlone is much higher than that of the other groups. Evidence of adobe foundations, presumably Castro's adobe complex was documented during the construction of the old City Hall, however the state of these artifacts is unknown today.¹⁶ Given the sparseness of original Mexican settlement and the temporary nature of the construction materials, it is unlikely that other Mexican-era sites are present outside of this downtown area or within the Hayward city boundaries. Excavation activities in archaeologically sensitive areas have the potential to yield information and should be treated as potential archeological sites. They are most likely to exist along creekbeds, the shoreline and marsh areas to the west, and in the canyons in the hills to the east.

Important Names and Sites

(For an explanation of the purpose for this section, please refer to Section 3.5 on page 14.)

- Guillermo Castro
- Francisco Soto
- Mission San Jose

4.4 Property Types

Possible property types and/or sites associated with this context might include:

- Burial mounds
- Rock carvings
- Springs and water sources
- Canyons
- Travel routes, trails and pathways
- Known former adobe locations and foundations
- Ranch boundaries

¹⁶ Diagrams of the foundation blocks uncovered during the construction of old City Hall in 1930 were noted on a list of supposed contents included in a time capsule embedded in the building's cornerstone. The list is at the Hayward Area Historical Society and the fate of the time capsule is unknown.

4.5 Representative Properties

There are no existing buildings in the Hayward area from this era. Several archeological sites have been identified, but for the protection of the resources, their locations are not identified in this document.

Chapter 5

Historic Context 2: Pioneering Settlers

5.0 Historic Context 2: Pioneering Settlers

5.1 Overview

Hayward has developed through a variety of means and circumstances over its 150-year history. It has been a regional agricultural leader, a major industrial center, and a transportation hub all while maintaining a multi-cultural, small town identity. Much of this is due to the hard work and ingenuity of its civic leaders. These individuals had foresight and a contagious spirit. They were skilled in business realms, possessed creative promotional minds and firmly believed in the potential of the area.

Like many other settlements in California, Hayward began as part of a Spanish land grant. At this time there were very few settlers along the eastern shores of San Francisco Bay. A handful of Mexican families maintained large cattle ranches and were mostly self-sufficient farmers. The settlements of Brooklyn and Oakland were still in their infancy. Across the bay, the small settlement of Yerba Buena was little more than a minor shipping port and military post. (It would eventually become the City of San Francisco.) The entire population of California was only 92,597 in 1850 and over 25% of them lived in San Francisco.¹⁷ This changed very rapidly in the decade after gold was discovered and by 1860 the State population had ballooned to 379,994.

European and American settlement of the region exploded in the wake of the discovery of gold at Sutter's Mill. While very few made their way to the mines through Hayward, many of the early settlers returned to the region when their mining dreams failed to materialize. In the wake of failing to find the quick score, they turned to more familiar pursuits: agriculture and game hunting.

5.2 History

The early settlers in Hayward were of similar backgrounds. Most had gone to the gold country and returned penniless and disappointed. They were primarily single men from European backgrounds who decided to test their luck with non-mining pursuits in the lands across the bay from San Francisco. Natural resources and hospitable weather awaited them while they were still less than a day's journey from the thriving wharves of San Francisco. Some obtained their land in a gentlemanly fashion by purchasing it from the Mexican landowners while others sought to take their chances by homesteading on public or supposedly public lands. As a result, the settlements were primarily along the waterfront (supposedly public lands) apart from a small grouping near the inland trails (which crossed known land grants.) These small settlements became commercial and residential centers, each with a unique identity and community. They existed as unincorporated settlements well into the 20th century when they were eventually annexed into the City of Hayward.

¹⁷ Washington Bartlett, January 20, 1847, Virtual Museum of the City of San Francisco, <http://www.sfmuseum.org/hist/name.html>.

5.2.1 William Hayward¹⁸

William Hayward was born on August 31, 1815 on a farm in Hopkinton, Massachusetts approximately 25 miles southwest of Boston. In 1836, at the age of 21, Hayward moved to Georgetown, Massachusetts to take up work in a shoe factory. While there, he met Louisa Bartlett. The two were married in 1838 and daughter was born later that year. Unfortunately, Louisa passed away two years later, leaving William alone with a toddler.

The history of William Hayward in Georgetown is not well known. He continued to be associated with the shoe industry for about 10 years.¹⁹ He arrived in San Francisco on the steamer *Unicorn* on August 31, 1849. Like many of his contemporaries, he immediately headed west to the gold fields. Hayward went first to Mormon Island, then to Missouri Bar and finally to the north fork of the American River. He had little success in gold but earned some money selling shoes to the miners.

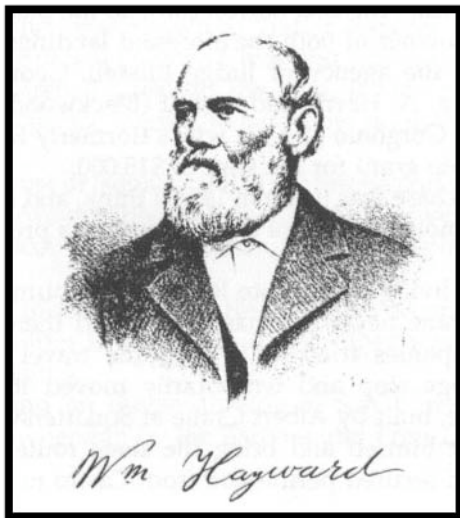


Figure 3. William Hayward (illustration courtesy of the Hayward Area Historical Society).

In early 1850 he returned to the Bay Area only to head out to the southern mines. Here too, he met with little success and soon returned. On this return journey, he traveled through the Livermore Valley and was impressed with the abundance and size of the wild oats and grains. He settled temporarily near Dublin to harvest these crops. At the end of the season, he ventured a little further west to where Castro Valley opened up to San Francisco Bay. He set up his tent in a Palomeres Canyon, on land owned by Guillermo Castro. When Castro heard that someone was on his land, he to investigate. After speaking with Hayward, Castro agreed to allow Hayward to stay and suggested an alternative location closer to his adobe where the valley opened onto a level plain.²⁰ The year was 1851.

Castro may have seen the changes occurring in the area, with increasing numbers of European settlers returning from gold country and staking claims on his and his neighbor's lands. Fighting the squatters was time consuming and expensive. Working with them was less of a hassle, and was potentially more profitable. Hayward proposed a trading post at his tent site and Castro agreed to its establishment. Within the next year, the population increased dramatically, mostly because of squatters on Estudillo's rancho to the north (San Leandro) and in San Lorenzo, which was known as Squattersville.²¹

The increase in population and trade made for good business at Hayward's store. Again, he conferred with Castro, to upgrade his tent-shop to a permanent building. Castro was encouraging, so Hayward constructed a wood frame hotel and store. Meanwhile, Castro platted out a town near Hayward's establishment, apparently looking to subdivide his own land.

¹⁸ *History of Alameda County, California* (Oakland, California: M.W. Wood, 1883). 896-897.

¹⁹ *Ibid.*

²⁰ Harwood Hall, *Eden Township: Its Agriculture* (Hayward, California: Hayward Area Historical Society, 1997.)

²¹ *Official and Historical Atlas Map of Alameda County, California* (Oakland, California: Thompson & West, 1878).



Figure 4. Hayward's Hotel, 1876 (photo courtesy of the Hayward Area Historical Society).

Hayward's Hotel was well known in the area. It served as a stopping point for travelers between San Jose, Brooklyn and Oakland on the north-south route along El Camino Real, as well as for travelers moving through Castro Valley on the east-west route. One of these travelers was a widower named Rachael Bedford. William and Rachael married in 1866 and together had a son, William Jr., in addition to caring for Sarah Louise Hayward, Hayward's daughter from his first marriage and Mary Bedford, Rachael's daughter from her first marriage. As the hotel business boomed, the couple became widely known for their hospitality. Rachel was supposedly known for her cooking and for the tasteful and fashionable furnishings at the hotel.

By 1883, Hayward's Hotel had over 100 rooms in a complex that included several buildings, cottages, stables and the main hotel. It was a destination for locals as well as for travelers coming west. Hayward continued to be personally involved in the daily operations until his death on July 9, 1891. Rachael ran the business for another quarter century until her death in 1917.

5.2.2 Faxton Dean Atherton*

Faxton Atherton was born in Massachusetts in early 1818 to a proud colonial family with ties back to the colony's founding. He entered into the shipping business and handled routes between Boston, Valparaiso, Chile and Monterey, California. It was in this capacity that he first visited San Francisco in 1836. In the Gold Rush of 1849, Atherton made a great fortune shipping supplies from Valparaiso to San Francisco. By the 1860s, Atherton and his family settled in California, constructing a large estate in what is now Menlo Park.

Once he settled in California, Atherton turned his attention to banking and real estate speculation. This included land holdings in Hayward, Watsonville and elsewhere in the state. He

is best known for the town that bears his name on the San Francisco peninsula.²² However, he contributed to the early form of Hayward and was one of the first commercial promoters to draw settlers to the town.

As a banker, he recognized the advantages that could be gained by lending Castro money during his personal financial crisis in the 1850s. When Castro could no longer afford to pay the mortgage on his property, Atherton offered him cash in exchange for the land. After this, he set about developing the idea of “Haywood” as a good place to settle and as an added incentive, his business partner, Alfred Cohen just *happened* to be building a railroad to serve the town that would pass through their collective land holdings.

As further encouragement for settlement in his new town, Atherton donated land for a school as well as plots for many of the early churches throughout “Haywood.”

5.2.4 Others

*Captain William Roberts*²³

William Roberts was born in Liverpool, England in 1830. At the age of 12, he joined the crew of a merchant sailing vessel as a cabin boy. Aboard this ship, he traveled between North and South America, visiting the major shipping ports on the eastern and western shores of both continents. In the spring of 1850, the captain of Roberts’ ship made a stop in San Francisco to bring in supplies. At this point, Roberts and the crew joined the throngs headed to the gold fields along the Yuba River. However, the easy money eluded him and within a month he had returned to San Francisco and found employment with a shipping and transportation firm.

Later in 1850, Roberts joined a market hunting party bound for the marshlands along the eastern side of San Francisco Bay. He spent the winter with these men, including a Robert Thompson, hunting geese, ducks, rabbits and other wildlife along the shoreline. In the spring of 1851, Roberts returned to San Francisco and Thompson made a squatter’s claim on the property where they were hunting on the outlet of San Lorenzo Creek along the boundary between the Estudillo and Soto land grants.

In 1853, Roberts purchased the wharf and point of land, now known as Thompson’s Landing, from Robert Thompson. The area was soon known as Roberts Landing.²⁴ He then proceeded to purchase an additional 450 acres of land surrounding the wharf along San Lorenzo Creek just north of present-day Hayward. In 1856, he acquired the rest of Thompson’s holdings in the area and augmented it with a section of salt marsh purchased from the State of California. At the same time, Roberts started operating a shipping enterprise with his schooner, the *Helen Eliza*, traveling between the landing and San Francisco. He shipped local agricultural produce across the bay and returned with processed goods for the local settlers.

²² Bailly Millard, *The San Francisco Bay Region* (Chicago: American Historical Society, 1924) 263-264.

²³ John S. Sandoval, *Mt. Eden: Cradle of the Salt Industry in California* (Hayward, California: Mt. Eden Historical Publishers, 1988), 42-47; M.W. Wood, 966.

²⁴ For a more in-depth discussion of the various landings along the Hayward waterfront, see Chapter 6.



Figure 5. Scow schooner at Hayward area landing, no date (photo courtesy of the Hayward Area Historical Society).

In 1864, William Roberts married Ellen Davenport of Long Island, New York. He was 34 and she was 19. They built a home in San Lorenzo at the corner of Telegraph Road (now Hesperian Boulevard) and Landing Road (now Lewelling Boulevard.)

As a settled businessman and entrepreneur, Roberts engaged in other enterprises besides shipping. One of his most lucrative was oyster farming. The amount of money made from this business caused considerable strife for Roberts. He was continually fighting “oyster pirates” and resorted to setting up security fencing with guards around his beds. Then he lost his oyster bed in a lawsuit in 1904. He was forced into bankruptcy by the combination of this 1904 lawsuit and debts caused by an 1890 robbery at his general store. An overly generous man, Roberts is reported to have lent out large sums of money to people but was not consistent with collection of his investments.

He died on November 29, 1905. Anxiety over the state of the estate contributed to his wife’s passing in February 1906. The last of his real estate holdings were sold off later that year. The most valuable piece of property near the landing eventually became the site of the Pacific High Explosive Company (later the Trojan Powder Company), which was an important explosives firm during the World Wars.

*Joel Russell*²⁵

Born in 1822 in Waterford, Maine, Joel Russell left home at the age of 17 to engage in business in Medford, Massachusetts. As a clerk in a drugstore he spent much of his free time studying via correspondence courses to complete his teaching degree. When gold was discovered in California, Russell joined many of his generation and headed west to seek his fortune. Instead of heading to the gold country, Russell went to Stockton to work as a contractor and builder in the spring of 1850. While there he befriended Captain Charles Weber. Impressed with the young man, Weber deeded Russell a 160 acres of farmland near Stockon. However, a dry winter made farming infeasible and Russell abandoned the effort. He sold the property in 1851 and headed to the mines.

By February 1852, Russell had returned to San Francisco broke and looking for work. Hearing of the need for farmhands in the East Bay, he boarded a sloop bound for Mayhew's Landing near the settlements of Mt. Eden and Hayward. After working for a year or so, he filed a squatter's claim on a portion of the Soto land grant. Court battled ensued and in 1856, Russell purchased approximately 1/7th of the grant from the Soto family. He then sold portions of this to the other squatters claiming ownership, giving all a legal claim to some fraction of the land.

Around this time, August 1856, Joel Russell married Caroline Bartlett, a native of Maine. Together they had three children – Maude F., Thomas B., and Frederick James – and continued to add to their land holdings. As his land-wealth grew, so did his social prominence and taste for public office. In 1854, he was elected justice of the peace for Eden Township. Finding law to his liking, he passed the State Bar and began practicing in Alameda County. This eventually resulted in several terms as the Hayward town attorney. In 1866, he was the Prohibition Party's gubernatorial candidate and traveled extensively during the campaign. After the Republican Party was formed, he followed faithfully the rest of his political and personal life. Joel Russell passed away on February 19, 1888 at the age of 66.

Russell's family continued to live in the area after Joel's death. They became important community members in their own right and contributed their energies and name to a number of early institutions north of Mt. Eden and west of Hayward. This area became known as Russell City and was an independent community up until the 1960s. See Chapter 3 for more information on Russell City and its development.

5.3 Summary

There are a number of individuals and families than can be considered pioneers in the Hayward area. The few listed here represent some of the more long-lasting names that continued to be used to define cultural, social and political institutions up to this day. Other names from this period that are found throughout the City streets, buildings and records are listed below. The contributions of these select pioneers continue to shape the identity of Hayward. They formed the foundations for later settlers, settlements and businesses as covered in the following chapters.

²⁵ Joseph Eugene Baker, *Past and Present of Alameda County, Volume 2* (Chicago: S.J. Clarke, 1914), 506-508.

Important Names and Sites

- Faxton Atherton
- Joel Russell and the Russell family
- William and Rachael Hayward
- William Roberts
- Robert Thompson
- William Pierce
- Timothy Hauschildt and the Hauschildt family
- Hans Sorensen and the Sorensen family
- Lone Tree Cemetery

5.4 Property Types

Possible property types and/or sites associated with this context might include:

- Adobes
- Ranches – wooden houses, windmills, barns, farmland or orchards from this period
- Site features from original homesteads – tree plantings, wells, foundations, etc.
- Wharfs or wharf remnants
- Landscape features from early waterfront development
- Other pre-incorporation (pre-1876) buildings, sites, objects and landscape features

5.5 Representative Properties

No known representative buildings from this period are extant within the survey area. However, the Lone Tree cemetery, established in 1868, is still extant. A number of Hayward Pioneers, including William Hayward himself, are buried here. All Saints Cemetery, founded in 1875, is also extant. In Hayward, like in many communities, the cemeteries are commonly the last remaining physical link to many of the town's founders and pioneers. Historic cemeteries can contain numerous valuable features that can help tell the story of a community's history including headstones and monuments built to commemorate town founders and other important community members, public art and sculpture, historic trees and plants, and other landscape features.

Chapter 6

Historic Context 3: Community Growth & Development

6.0 Historic Context 3: Community Growth & Development

6.1 Overview

Present-day Hayward began as a grouping of several small settlements scattered from the Bay's edge up to coastal ridge. The center of this grouping was the small town of Haywards. Closer to the shore was Mt. Eden, Russell City, a host of various "landings" and a number of smaller, locally known areas such as Happyland and Cherryland. Single families owned some of these areas; others were conglomerations of settlers from similar ethnic and geographic backgrounds. Some formed around crossroads, others developed close to natural features.

Over time, the several small settlements and modern subdivisions were officially incorporated into Hayward. This process occurred slowly through the first half of the 20th century and accelerated at an exponential pace after World War II. Generally, areas were subdivided as a first response to the growing population. Prior to World War II these subdivisions were rather small, consisting of no more than a block or two owned by a single person. The lots were sold and individual families constructed homes. In the post-World War II period, the scale of development dramatically changed. These subdivisions encompassed entire neighborhoods and were constructed at the same time by the same corporate entity. People purchased homes, and not just empty lots for personal development.



Figure 6. Painting of Hayward in 1900 by Charles Green (painting reproduced from *Hayward...the First 100 Years*. Hayward, California: Hayward Centennials Committee, 1975).

The population statistics illustrate the development shifts between the pre-World War II and the post-World War II periods. When William Hayward arrived in 1852, he was one of the only American settlers in the area. By 1878, shortly after the town was officially incorporated, the population was approximately 1300.²⁶ These first few decades represent the first major growth period for the City.

By 1926, the greater Hayward area (official City boundaries and surrounding “suburban” area) was estimated at 25,000.²⁷ Officially, the Hayward population in 1927 was around 6000.²⁸ This discrepancy was largely due to the relatively small city boundaries when compared to the settled areas surrounding Hayward. The larger number accounts for the populations in Mt. Eden, Russell City and other settlements nearby.

6.2 History

Hayward has primarily grown through subdivision and annexation. This is especially true of the latter half of the 20th century. In the post-World War II period when houses were being constructed at a rapid pace, it became clear that municipal services such as sewer and water were needed in areas outside of the City boundaries. During this time, the modern subdivision began to take shape. Under this model, construction companies would purchase a large parcel, or series of parcels. They would then subdivide the parcel into approximately equal lots and construct a house on that lot. A small number of house styles, or a single style with small variations, would be propagated throughout the subdivision. Then the houses and lots would be sold, ready for occupation. Generally, as these subdivisions were created, they were annexed into the City. The result is an annexation history that closely resembles the development pressures of the time.²⁹ However, even today, there are small pockets of unincorporated Alameda County within the City of Hayward borders.

In the pre-World War II period, the subdivisions were smaller in scale and tended to be by individuals and families who owned large plots of land. The parcels would be surveyed and individual lots would be sold unimproved. The new owners would then construct a house, typically in a popular style of the day. In this manner, some lots were combined or others not developed and a patchwork of styles, forms and uses developed. Efforts by Atherton to populate the newly platted areas of central Haywood in the 1860s represent the earliest subdivisions, however much of downtown and the surrounding neighborhoods were developed in this manner through the 1920s.³⁰

6.2.1 Early Towns

Haywards

Much has been written of the early history of Hayward: its origins as a tent-hotel at a trading crossroads, its early railroad dreams, and its agricultural successes. What follows here is a very

²⁶ Thompson & West, 1300.

²⁷ *Tribune* (Oakland), 1928 Yearbook

²⁸ Ibid.

²⁹ A comparison of the various neighborhood plans illustrates these trends.

³⁰ Hayward City Council, *Upper B Street Neighborhood Plan*, (February 15, 1992): no Resolution number indicated.

brief synopsis of this history. This basic story is augmented by the various sub-stories throughout this document to provide a better picture of the development of “The Heart of the Bay.”

Don Guillermo Castro platted a town on his rancho property in 1854, approximately two years after engaging William Hayward as a tenant. In those two years, Castro noted the increasing numbers of immigrants and travelers settling in the area. Most were either tired of struggling in the gold fields or were drawn to the pleasant climate and rich soils as communicated to them by relatives already in the area. Rather than continually fighting the masses, Castro decided to be proactive about the situation (and improve his financial standing) by selling plots of his land around Hayward’s hotel and store. He called this plat the town of “San Lorenzo.”³¹ He made several minor adjustments to it in 1856, and thereby largely established the current street grid of downtown Hayward.³² This plat covered 25 blocks from the north side of Washington Street (roughly where Grace Street is today) to the south side of Clay Street (D Street) and from the east side of Main Street to the west side of West Street (approximately where Atherton Street is presently.)

This wise business move by Castro was quickly disrupted by his propensity for gambling. It seems that on a trip to Southern California to purchase cattle for his ranch, Castro lost a great sum of money. He sold off large parcels to Hayward and several other recent settlers, earning enough money to settle his immediate obligations. However other unwise business deals forced him to mortgage the remaining ranch property to Faxton D. Atherton. In 1864, Atherton offered Castro \$30,000 for the ranch. Castro accepted and moved his family to South America for his remaining years.

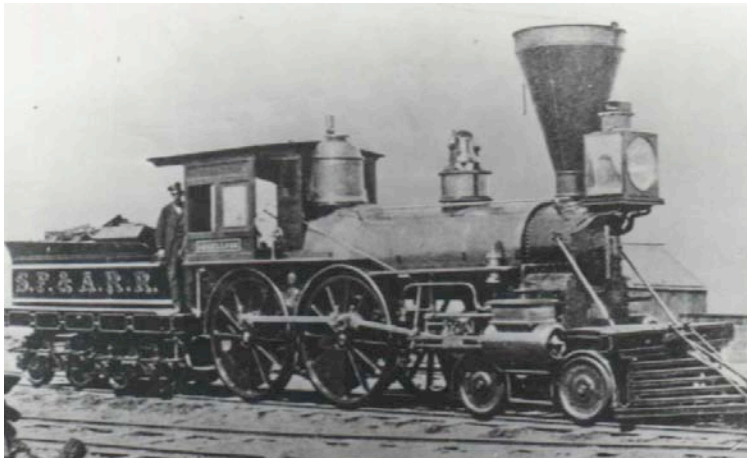


Figure 7. SF&A Railroad engine (photo courtesy of the Hayward Area Historical Society).

Atherton, also a keen observer of the steadily increasing populations settling in the East Bay flatland, saw a great development opportunity around Castro’s town of San Lorenzo. He also recognized that most people were referring to the settlement as Haywards, a reference to the increasingly successful hotel and trading post nearby. Atherton expanded upon the eastern edge of Castro’s original plat by adding 12 blocks between Main Street, Fourth Street, A Street and D Street.³³ His plans for

subdivision included drawing upon his considerable real estate and railroad connections to bring rail transportation to his new development.

³¹ *100th Anniversary: City of Hayward*, publisher unknown.

³² *The Rancho of Don Guillermo*, 38.

³³ *100th Anniversary: City of Hayward*.

In August 1865, the San Francisco & Alameda Railroad came to Haywards. This enterprise was a business venture by Atherton, his partner, Alfred Cohen and a group of investors. It began in 1863 as a venture to connect the ferry landings in the Oakland-Alameda estuary to the Alameda commercial center at Park Street. After development in Haywards began to accelerate, Atherton and Cohen realized that a direct rail line to Haywards could result in significant business from both passenger and freight operations. Additionally, a railroad could offer significant improvements in freight shipping for the growing number of farms and orchards in the area, when compared to the current system of hauling goods to the bayside wharfs for transport by sloop to San Francisco or Oakland. This railroad was constructed down East 14th Street/Mission Boulevard to the south side of the town Plaza (now the site of the downtown library.)³⁴

Mt. Eden

Mt. Eden was located south and west of downtown Hayward, near the current Chabot College campus. It had a long and largely independent history from the City of Hayward. Early histories of Alameda County discuss Mt. Eden as a separate settlement, on par with San Leandro, Haywards, and San Lorenzo. All were included as part of Eden Township by 1878. At this time, only San Leandro and Haywards were incorporated. This remains the case today with Mt. Eden being annexed into Hayward in 1958, and San Lorenzo remaining an unincorporated section of Alameda County.³⁵



Figure 8. Mt. Eden store, no date (photo courtesy of the Hayward Area Historical Society).

³⁴ The nature of this railroad is disputed. Depending on the source it is listed as both a narrow and standard gauge railroad.

³⁵ *Mt. Eden: Cradle of the Salt Industry in California*, 205.

German and Danish immigrants from the Saxony and Holstein regions in Germany first settled Mt. Eden in the 1850s. Because of this, portions of it were often referred to as “Germantown” and “Little Copenhagen.” It is supposedly named after an overland company from Mt. Eden, Kentucky. The story is that this group traveled together from Kentucky but disbanded shortly after reaching the shores of San Francisco Bay. A portion of the canvas from one of their wagons, printed with the letters “Mt. Eden,” was nailed to a tree for some time. It became a local marker and the name stuck.³⁶ The historic center of the settlement was near Hesperian Boulevard between Depot Road and Jackson Street.³⁷ Today this is near the site of the Interstate 880/Highway 92 interchange.

The community around Mt. Eden established their own school districts, churches and cultural institutions. The Eureka School was founded in 1861 and was located in a small building next to the Mt. Eden Cemetery. In actuality, the school was constructed on land sold to the school district by the cemetery association. In 1866, Alameda County formed the Eureka School District to formalize education in the Mt. Eden area. The name was changed in 1924 to the Mt. Eden District.³⁸ It remained a separate educational district from Hayward until annexation in 1958.



Figure 9. Mt. Eden passenger depot, no date (photo courtesy of the Hayward Area Historical Society).

By 1878, local travel guides noted Mt. Eden as “a small place on the road between San Lorenzo and Alvarado. It has a post office, store, and the shops of H. Reininger. Near here is the Mount Eden or [Capt. James] Barron's Landing...”³⁹ The actual settlement dates back to the founding of the landings in the 1850s. Eden's Landing was established at this time and was quickly followed

³⁶ Ibid, 55.

³⁷ City of Hayward, *Mt. Eden Annexation Phase II Project, Initial Study/Mitigated Negative Declaration, Administrative Draft* (Report prepared by City of Hayward, May 2008).

³⁸ *Mt. Eden: Cradle of the Salt Industry in California*, 64-65.

³⁹ Thompson & West.

by several houses and a store constructed by J.L. Shiman. It was served by the South Pacific Coast Railroad (narrow gauge) as early as 1878 and had its own station through at least 1910.⁴⁰

The Federal Government established a United States Post Office in Mt. Eden, located in Brustigan's Store, in 1862.⁴¹ In 1884 it was moved to Peterman's Store where it remained for several decades. When the Government shut down the Mt. Eden post office in 1953, the local citizens took their cause to Washington. There they successfully lobbied to have the branch reinstated later in the year.

Beyond civic institutions, Mt. Eden had a thriving commercial district that served the many agricultural enterprises in the area as well as travelers venturing inland from the wharfs along the coastline. Eric Ruus constructed the Danish Hotel or Denmark Hotel. It later became the Mt Eden House. Ruus built upon his success in the hotel business by constructing the Majestic Movie House nearby. It was sold to a Mr. Horowitz in 1917. This crossroads was popular enough to support other businesses as well. Henry Peterson Jr. followed in 1883 with the Wigwam Auditorium at Hesperian Boulevard and Jackson Avenue. This later venue was a popular community gathering place into the 20th century.⁴²

*Cornelius Mohr*⁴³

Cornelius Mohr was born in 1822 in Ellerhop, Schleswig-Holstein, Germany. He spent his early working years aboard a whaling ship that eventually landed him in San Francisco in 1852. Instead of heading to the gold country like his shipmates, Mohr decided to remain in San Francisco, working as a carpenter. He then joined a freight sloop and work on San Francisco Bay before joining a threshing team on the Joel Russell farm in Mt. Eden. Whether my chance or by choice, Mohr was poised to take advantage of the rapidly increasing demand for agricultural products in the region. He quickly saved enough money to purchase his own farm.

In 1856, Mohr bought 200 acres from Russell to cultivate wheat and barley. He also raised horses and cattle. This initial success enabled him to purchase more land and he soon had amassed a sizable fortune. According to accounts by the family, "the land he bought... was on both sides of Hesperian Boulevard, starting at a point of intersection of Turner Court and Hesperian, going east along Turner Court to Calaroga, and following Calaroga south and east across Jackson... to Skokie, then south to Sleepy Hollow and west to Clawiter Road."⁴⁴ Additionally, Mohr owned land along Niles Road, all of the present-day Hayward Golf Course and another 600+ acres in the Pleasanton area.

⁴⁰ *Mt. Eden: Cradle of the Salt Industry in California*, 120. The date shown here is the earliest found in the documentation (<http://www.historycrossroads.org/pathways.asp>). Other sources state operations beginning closer to 1880.

⁴¹ *Ibid*, 60.

⁴² Ruth Hendricks Willard, *Alameda, California Crossroads: An Illustrated History* (Northridge, California: Windsor Publications, 1988), 28.

⁴³ Carey & Co., California Department of Parks and Recreation, DPRa Form: 24985 Hesperian Boulevard, (City of Hayward, April 2008); Carey & Co., California Department of Parks and Recreation, DPRb Form: 24985 Hesperian Boulevard, (City of Hayward, April 2008).

⁴⁴ *Ibid*.

Cornelius married Cecelia Toasperm, also from Schleswig-Holstein, Germany in 1857. Together they had seven children - six sons and one daughter. After farming for several years, Mohr started construction of a homestead for his growing family. Around 1876, he constructed a large two-story Italianate house with twenty-five rooms, including fourteen bedrooms. A caretaker's cottage and carriage house were also constructed at this time. Included in the carriage house were rooms for



Figure 10. Cornelius Mohr House (24985 Hesperian Boulevard), no date (photo by Carey & Co, Inc., March 2008).

Thirty-two horses and their related tack. A large barn, tank house, blacksmith shop and shed also date to this period.

A pillar of the local community, Cornelius served as a trustee for the Mt. Eden Grammar School District and donated land for the Mt. Eden Community Church. He was also known for encouraging immigration from his homeland and providing jobs on his farm for recent arrivals. When he passed away in 1880, he left a large fortune and a grieving community.

After Cornelius' death, Cecelia continued to run the very successful farm for another 14 years. By the time of her death in 1894, only three sons and their daughter remained. The daughter died in 1895, leaving the entire fortune to the three sons. The eldest, Henry Paul Mohr, inherited land in Amador County and became wealthy through his own efforts. Herman Mohr, the sixth child, inherited 280 acres just west of his father's homestead in Mt. Eden. He was more interested in traveling and the arts than in farming and subdivides a large portion of his land to support these pursuits. The development was marketed as Mohrland and boasted its own water system. He constructed a large house at 2595 Depot Road, which still stands today.

The youngest son, William Mohr, inherited the farmhouse and buildings, as well as 280 acres of surrounding property. He continued to farm wheat and grains until the California wheat market dropped in the late 19th century. An avid horticulturist, he began to explore ways to improve grain and grass seeds. He tended the large assortment of fruit, nut and decorative trees his father had planted around the property as well as cultivating one of the largest wisteria plants in the region. William had a passion for bulb flowers and worked for ten years raising daffodils, tulips and irises, gaining national attention for his iris hybrids. During this time he married and had one child, a daughter, Marian.

In 1923, William was killed when a train struck the car he was in. Also killed in the accident were his wife and three other people. Henry Mohr took over management of the farm for the next dozen years, changing the crops to more lucrative cash crops such as tomatoes and sugar beets for the local Hunt Brothers Cannery and the Holly Sugar Company in Union City. In 1935, Marian married Jeryl Fry and the couple moved into the family home on Hesperian Boulevard. Marian and Jeryl cultivated the 280 acres of her father's inheritance until 1961, when 271 acres were seized through eminent domain for the construction of Chabot College. The remaining 9 acres retained most of the original buildings but ended the Mohr family tradition of agricultural pursuits. Marian remained here until her death in September 2007.

Russell City

Russell City was located almost due west from downtown Hayward along what is now Winton Road. (It was formerly known as Russell City Road.)⁴⁵ This area of Hayward was often referred to as "Little Copenhagen" for the proportionately large number of Danish immigrants and Danish speaking immigrants from Germany who settled in the area. One of the early land holders and promoters of the area was Joel Russell, an early community leader, Justice of the Peace and Hayward's first city attorney.

This small grouping of residents was centered around the Southern Pacific narrow gauge Coastline Railroad stop, Russell's Station. Like its neighbor Mt. Eden to the south, Russell City once boasted its own school district with a school on land donated by the Russell family (1895).⁴⁶ It also boasted a store, churches, and unique community identity that was linked to the large number of Swiss dairies surrounding the railroad station.

After the 1906 earthquake, the Russell family contracted with a promotional firm in San Francisco to market their Russell City subdivision. The business venture had potential for success given its location, eventually selling a majority of the available lots. However, disagreements between the promoters and the Russell family resulted in lawsuits, eliminating any profits.⁴⁷ After the lawsuit, remaining lots were sold for as little as \$10 each. Eventually

⁴⁵ *Street Map of Eden Township*, (San Jose: Regal Map Company, 1950).

⁴⁶ In 1940, the school was torn down and replaced by a late-WPA building. In 1957, the Russell School District Board voted to join the San Lorenzo School District and the school became an elementary school. It later became an adult school in the San Lorenzo system. Around 1980 the campus was sold for development. It is assumed that the building was razed shortly thereafter.

⁴⁷ *Mt. Eden: Cradle of the Salt Industry in California*, 129.

about half of the lots were developed but most were built up by amateur builders during the Great Depression.⁴⁸

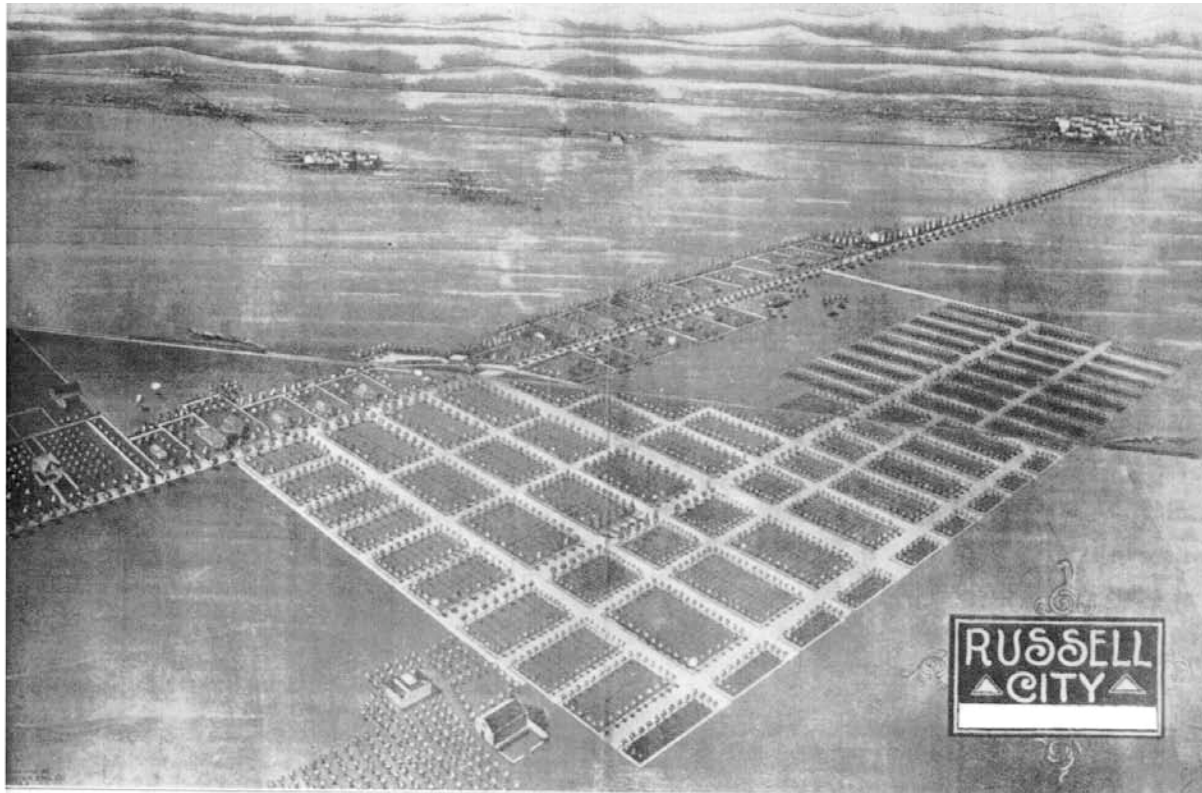


Figure 11. Russell City conceptual rendering, no date (illustration courtesy of the Hayward Area Historical Society).

Eventually, most of the land was sold to Swiss families looking for dairy land and Dutch farmers working the salt flats. By 1915 the area was well established as a center for the Swiss dairy business and was known for its high quality milk and cheese. Near the shore, the Pestdorf and Mathieson families had the largest salt ponds. The agricultural nature of the region was also a draw for Spanish immigrants who became a relatively sizable percentage of the population around the rail depot.

Between the World Wars, Russell City drew the attention of a variety of minority groups who were settling in the Bay Area to work in the growing number of manufacturing and war-related industries. Many neighborhoods were off-limits to them because of strict housing covenants and other forms of discrimination. At Russell City, they found affordable housing and a diverse community of Southern Blacks, White Dust Bowl emigrants and Hispanics. While the houses offered only the most basic of provision (well water and septic fields were widely used and electricity and indoor plumbing were not a given), the overall community spirit was welcoming. In 1941, it is estimated that the population of Russell City was about 1200, split between 45% African-American, 45% Hispanic and 10% White residents.⁴⁹ It had palm lined streets, a

⁴⁸ Megan Michelle Wilkinson, *Whatever Happened to Russell City?* (San Francisco: San Francisco State University, MA Anthropology Thesis, 2002).

⁴⁹ Ibid.

volunteer fire department, churches, restaurants, stores, a gas station, motel, bars, etc. It was a complete town minus municipal improvements such as sewers, water and basic utilities.

The residential nature of the area was juxtaposed against several large industrial complexes. In 1925, Santucci's hog farm was started. It was closed in 1979 due to retirement. By 1942, it was also bordered by the Hayward Municipal Airport. Yet, no city services were extended the remaining half-mile to the heart of the residential district.

Russell City was a community with no community services. The roads were largely unpaved. There were no sewers. Some houses didn't have indoor plumbing or electricity. The area was increasingly stressed by haphazard construction and zoning restrictions that essentially prohibited residential improvements.⁵⁰

By 1951, the population was estimated at 3000 and sanitation issues were becoming critical. Several citizens formed a group to promote annexation by Hayward. In this way, city services would be extended to their neighborhood. However, the City showed little interest in annexing the relatively poor residential neighborhood. Doing so would require extensive investments by the City for infrastructure. The residential tax base didn't support such investments, however, City officials saw the land as a prime location for industrial development. Until there was more money to pencil out the costs of improvements, Russell City residents would remain a part of unincorporated Alameda County.



Figure 12. Aerial view with salt flats in foreground and Russell City in center, just south of airport (photo courtesy of the Hayward Area Historical Society).

⁵⁰ Ibid, 41.

A second course of action was to recruit Mt. Eden and to incorporate both areas as a single entity. The prominent members of the Mt. Eden community were opposed to incorporation with Russell City because of the tremendous debt that would be incurred by the fairly wealthy Mt. Eden community.

In 1961, Alameda County formed the Russell City Redevelopment Committee with only one resident on the committee. The committee recommended complete condemnation of the site as a blighted area. Over the objections of the lone community representative, all remaining 1,107 residents were eventually relocated throughout the East Bay area. Some had their properties purchased at supposedly market value. Others were condemned and seized through eminent domain. As a last straw, in 1964, Russell City Road was changed to West Winton Avenue.⁵¹ By 1965, demolition had begun and every structure west of the railroad tracks was razed. Those buildings east of the tracks, including the school were left standing as they represented the more modern and desirable buildings. In 1968, Boston developers Cabot, Cabot & Forbes purchased \$2.45 million for a sizable chunk of land adjacent to the airport for development of a modern business park. Today, a few scattered buildings remain, however the beloved schoolhouse was torn down in 1983 for an industrial complex.

Others

A number of landings were established in the 1850s along the sloughs of the extended salt marshes at the edge of San Francisco Bay. This area of the bay served as the discharge zone for several large creeks, representing a sizable portion of the southern Alameda County watershed. At first most of the landings were created from squatters' claims by individuals who arrived in the area for market hunting and built small camps. As more settlers transformed the flat lands beyond the salt marshes into farmland, the need for a shipping center was evident. The hunting camps were developed with wharfs and warehouses, and served as shipping centers for the local trade.

While some lawsuits were filed to force the squatters off the various land grant holdings, many filed claims under the provisions of the 1841 Federal Preemption Act. The provisions of this law were extended to California in 1853 and allowed squatters on public land to have first rights of refusal on the sale of occupied land. They then paid a minimum price of \$1.25 per acre if they wished to legally acquire the property. This act was expanded upon in 1862 with the Homestead act, which granted the land free and clear after occupation and cultivation for a period of five years.⁵² Because of the hazy land ownership laws governing the Mexican land grants after California entered the Union, "public lands" were not always appropriately determined. By the 1860s, all the landings were well established and operating a swift passenger and shipping business.

Generally these landings were named for their proprietor. As the property changed hands, the names were gradually changed. On San Lorenzo Creek there was Wicks Landing. It later became Mulford's Landing, named for Thomas Mulford. (Today this area is part of San Leandro.) There was also Thompsen's Landing which later became Roberts Landing, named for William Roberts.

⁵¹ Ibid, 145.

⁵² Dana Samuel Trask and Myron Edward Krueger, *California Lands: Ownership, Use and Management* (Washington, D.C.: American Forestry Association, 1958), 40.

(See Chapter 5 for more information on Roberts.) (This area is presently part of San Lorenzo.) Along Eden Creek was Johnson's Landing, named after John Johnson. It later became known as Marsicano's Landing. Slightly further inland, on Sulphur Creek, Joel Russell established Russell's Landing. On Alameda Creek, Richard Barron ran Eden Landing, named for the nearby settlement of Mt. Eden.⁵³ By 1915, Mulford's Landing, Roberts' Landing, Hayward's Landing (at the foot of Russell Road) and Johnson's landing were all still noted on the maps although their level of activity is unknown.⁵⁴

These shipping centers enjoyed their peak successes in the brief era between initial settlement (c. 1855) and the establishment of rail services through the area in the late 1860s. During this period they shipped grain, meat, fruits, vegetables, lumber and animal hides from the Livermore and Castro Valleys to San Francisco aboard bay schooners and shallow-draught sloops. On their return, they brought processed products and goods from San Francisco and Oakland that were then sold at the stores associated with each wharf. When the railroads became the preferred shipping method for regional farmers, much of the land around the landings was converted to salt ponds and oyster bed. Some facilities continued to be used to ship goods such as salt into the late 19th century but at a greatly reduced volume from their pre-railroad peak.

Beyond the small commercial enterprises represented by the landings, there were several areas of present-day Hayward and San Lorenzo that were referred to by special names. Generally they were popular locations for gatherings and picnics. Today, these names are often used to designate sections of the City or particular housing developments.

Happyland was an area of orchards between Longwood Avenue and West Winton Avenue. It was divided into ranchettes in the 1920s, one of the earlier such developments in the pre-World War II era. By 1950, more compactly arranged subdivisions had been constructed and the orchards were completely erased. Henri Osterloh originally had his home in this area. Today it has been moved to 21800 Hesperian Boulevard.⁵⁵

Cherryland an area in north Hayward that once was occupied by William Meek's and John Lewelling's large cherry orchards near his home along San Lorenzo Creek. Like the rest of the Meek's property, it was initially subdivided in the 1910s and 1920s and today contains a number of small bungalow and craftsman-style residences as well as modern subdivision housing.⁵⁶ Today Cherryland refers to both a section of Northern Hayward and a recent housing development in that neighborhood.

One other name that appears in the historical records is Sleepy Hollow. This designation apparently applied to the Henry Gansberger cherry orchard in the Mt. Eden area. It was a popular stop for school children and was used for picnics and occasional social gatherings.

⁵³ Sandoval, *Mt. Eden*.

⁵⁴ U.S. Geological Survey, *San Francisco and Vicinity, California*, 1915.

⁵⁵ Hayward City Council, *Longwood-Winton Grove Neighborhood Plan*, (September 27, 1994): Resolution 94-211.

⁵⁶ Hayward City Council, *North Hayward Neighborhood Plan*, (July 19, 1994): Resolution 94-175.

6.2.2 Transportation

Water

Water played a key role in the early development of Hayward. It served as the primary shipping medium as well as bringing people from San Francisco to explore the rich natural resources of the low bay lands. Many of the most well-known early Hayward citizens came to the area by boat for the hunting grounds and settled permanently. It also provided the first link to the larger settlements around the bay, giving Hayward a prominent place among the other small local settlements in the region.

The water landings were first established in the early 1850s along with the first waves of European settlers. They remained the prime shipping and transportation methods for the entire Castro Valley area until the late 1860s when railroads completed links between San Jose and Oakland. By the 1870s, when streetcars and passenger rail services were a regular occurrence, the landings and wharfs at the water's edge lost their transportation customers. The land was then converted to other uses and most transportation into and out of the area was by rail and by foot.

Roads

When the pueblo (1777) and mission of San Jose (1797) was established, it joined a list of thirteen missions already founded throughout California. For many of these missions, the only way to travel between them was by foot. The pathway between these missions became known as El Camino Real, the Kings Road. It served as the primary road throughout the region for many decades. Not only did it connect the missions, but many of the land grant holders also built their homes and businesses along its length. El Camino Real ran up to Mission San Jose and then ran north up the San Francisco peninsula. In the East Bay, the Mission San Jose residents used a



Figure 13. Castro Street (Mission) looking north from C Street (photo courtesy of the Hayward Area Historical Society).

footpath to access their sizable property holdings north of the campus in present-day Fremont. These lands were primarily used for cattle grazing and encompassed all of present-day Hayward and much of Castro Valley. When the missions were secularized and their land divided, these pathways became the

primary overland transportation route through the area.⁵⁷ This route

developed into the main north-south travel route and has been known as Oakland Road, County Road, Castro Street, Mission Boulevard, and East 14th Street. It was used for trading, shipping, cattle driving and all manners of foot and horse travel.

⁵⁷ Horace A Higley. *Official Map of The County of Alameda, California*, 1857; Thompson & West, 1878.

From this north-south route, the main east-west route through the Dublin Grade joined the road to the mission near Hayward and several more local east-west roads were established to connect to the various landings and outlying settlements. These roads were generally named for their end destinations. Mt. Eden Road began in downtown Hayward as part of Jackson/E Street and went west to Mt. Eden and Eden Landing. It is now primarily represented by Jackson Street/Route 92.

Other early roads included:

- Dublin Road, which continued E Street east from Fourth Street, through the Dublin Grade to the town of Dublin,
- Depot Road, which continued A Street west from Mission Boulevard out to the Central Pacific Railroad Depot at the train tracks. It generally continued west to Barron's Landing and the northern farms of Mt. Eden.
- Telegraph Road/Hesperian Boulevard – It appears as early as 1878 on the township map; it was also called Washington Avenue (1954) for a period of time.

Highways

As automobile ownership increased in the first few decades of the 20th century, there came an increased demand for quality roads upon which to drive. Up until this time, roads and road maintenance was paid for primarily out of property taxes and in many states, you could pay in labor or in cash. To generate more cash for paving roads, the gas tax was instituted in California in 1923.⁵⁸ This revenue stream, generated solely for road construction, allowed many states, including California, to develop the first iterations of the State Highway Systems. At first, this meant providing a high quality, continuous road surface between urban centers. It relied on existing roads and streets, seeking to connect these thoroughfares into a single route. The routes were marked with special signs to designate their status. The current Route 238 (portions of Foothill and Mission Boulevard) began as part of this system as a small segment of State Route 9 (SR9.) Hesperian Boulevard was part of State Route 17.



Figure 14. Opening of the Strip on Foothill Blvd. (photo courtesy of the Hayward Area Historical Society).

⁵⁸ California was the 20th state to adopt a gasoline tax. The first three were Oregon, Colorado and New Mexico in 1919. Jonathan Williams, "Paying at the Pump: Gasoline Taxes in America," The Tax Foundation, <http://www.taxfoundation.org/research/printer/22669.html>.

In the 1950s, Foothill Boulevard was significantly widened to accommodate the increased traffic along SR9. This resulted in the creation of "The Strip," and the subsequent loss of several community landmarks (like the Carnegie library and Hayward High School among others.) However, it also ushered in a new era of modern architecture that was focused more fully on the new automobile culture. Car dealerships, drive-in restaurants, and motels were constructed, and signage was dramatically altered to appeal to people passing by at 20-30 miles per hour. Designs got brighter, signage got bigger and architecture took on a more exaggerated form with sleek, often reflective surfaces. In 1964, the Hayward section of SR9 was re-designated State Route 238.

Bridges – constructed in late 1920s-early 1930s

The San Mateo Bridge was constructed in 1928-1929 as the San Mateo-Mt. Eden Bridge. It was originally built with private funding and a large amount of political support from Bank of Haywards president, I.B. Parsons. It was constructed in 10 sections, each 30 feet wide with a four and a half foot concrete railing on each side. The deep-water channel portion was a 300-foot long vertical lift span. Compared to today's bridge, the original reached a high tide clearance of only 35 feet. However this section could be raised or lowered to clear ships as tall as 135 feet. Today's bridge is also 135 feet at its tallest point. Groundbreaking for its time, the bridge was the longest highway bridge in the world at the time it was constructed and its approaches were all lit with electric street lamps.

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|--|---|
| <p>TOLL BRIDGE BUILT RAPIDLY</p> <p>Long Span Across San Francisco Bay to Be Opened on March 1.</p> <p>The San Francisco Bay toll bridge connecting San Mateo and Alamada Counties is 94.6 per cent completed, with construction approximately 137 days ahead of schedule, so March 1 has been set as the date when the bridge will be commissioned for service.</p> <p>It is described as the longest highway bridge in the world, measuring 7.1 miles from shore line to shore</p> | <p>line, with the western approach from San Mateo measuring three miles and the eastern approach from Mount Eden one and three-quarter miles. The cost will be approximately \$7,500,000. The financing was handled by Dillon, Read & Co., Kissel, Kinnicutt & Co. and Paine, Webber & Co.</p> <p>Cespedes Sugar Income Leta.</p> <p>Cespedes Sugar Company for the seventeen months ended Oct. 31, 1928, reports net income of \$104,767 after interest, depreciation and taxes. The previous report was for the year ended May 31, 1927, and showed net income of \$260,743.</p> |
|--|---|

Figure 15. *New York Times* article, 13 January 1929.

When completed, the bridge connected Bayshore Boulevard on the west edge of the Bay with the recently completed Lincoln Highway running east-west across the United States.⁵⁹ Popular from the beginning, and predating the Golden Gate and San Francisco-Oakland Bay Bridges by almost 10 years, the San Mateo-Mt. Eden Bridge revolutionized regional travel. It continued as a private

⁵⁹ The connection to the Lincoln Highway is popularly quoted but is slightly inaccurate. Access was provided to the Lincoln Highway from the San Mateo-Mt. Eden Bridge via county roads through Hayward to Berkeley. At the time, the Lincoln Highway terminated at the Berkeley Pier where travelers boarded ferries for the final leg to San Francisco.

toll bridge until 1951, when it was purchased by the State of California for \$6 million. In 1967, it underwent a complete replacement with the new bridge built parallel to the old span. This 1967 bridge was seismically retrofitted in 2000 and expanded in 2004 to six lanes across its entire length, its current configuration.⁶⁰

Railroads

Like many towns throughout California and the western United States, the railroad had an immediate and profound impact on the development of Hayward as a regional social and economic hub. The rich farmlands of the surrounding countryside required reliable, cost effective ways to bring their harvests to market and the growing population found fast, cheap transportation throughout the region. At one time, Hayward was served by two major rail companies as well as several streetcar and interurban carriers. It was also along the last leg of the Transcontinental Railroad and the end of the line for commuter trains from Oakland and Alameda.

The first passenger rail service to Hayward was the San Francisco & Alameda Railroad (later the San Francisco, Alameda & Hayward Railroad). This franchise reached Haywards on March 2, 1865 and provided transportation to San Francisco via ferry service from Alameda.⁶¹ The first rail station was located on Castro's Plaza, on the site of today's downtown branch of the public library.⁶² The efforts to extend this rail service as far south as Haywards were spearheaded by SF&A's board member, Alfred Cohen. Cohen was a business partner of Faxton Atherton and between the two of them, they owned large portions of the eastern city boundaries of the growing town. Their grand plan was to develop the area in the same manor that the San Francisco peninsula was being settled, around commuter rail stops that happened to be on or near large land holdings under the possession of their investors. The plan was marginally successful in bring people to the area, but mostly as farmers and local townspeople, not as commuters to Oakland, Brooklyn (now part of Oakland) or Alameda.

The SFA&H railroad suffered a severe financial blow during the earthquake of 1868, losing several large grain warehouses near the Haywards station as well as the station building itself. However, it quickly repaired the damaged bridges and rail beds with an eye to prevent impending competition from gaining a premature foothold in their territory. The efforts, were successful at reestablishing service, but resulted in a great economic strain on the company.

In June 1871, this railroad was acquired by the San Francisco, Oakland and Alameda Railroad and became part of the Central Pacific Railroad empire in August of the same year.⁶³ By 1878, when the Central Pacific Railroad finished its freight tracks on the west side of town, passenger service was moved to the station about one mile outside of town.⁶⁴

⁶⁰ Bay Area Toll Authority, "Bridge Facts: San Mateo-Hayward Bridge," Metropolitan Transportation Commission, <http://bata.mtc.ca.gov/bridges/sm-hayward.htm>.

⁶¹ Paul C. Trimble, *Interurban Railways of the Bay Area* (Fresno, California: Valley Publishers, 1977), 9; *The Rancho of Don Guillermo*, 151.

⁶² Walking Tour Brochure (Hayward, California: Hayward Area Historical Society).

⁶³ Trimble, 9.

⁶⁴ Thompson & West.

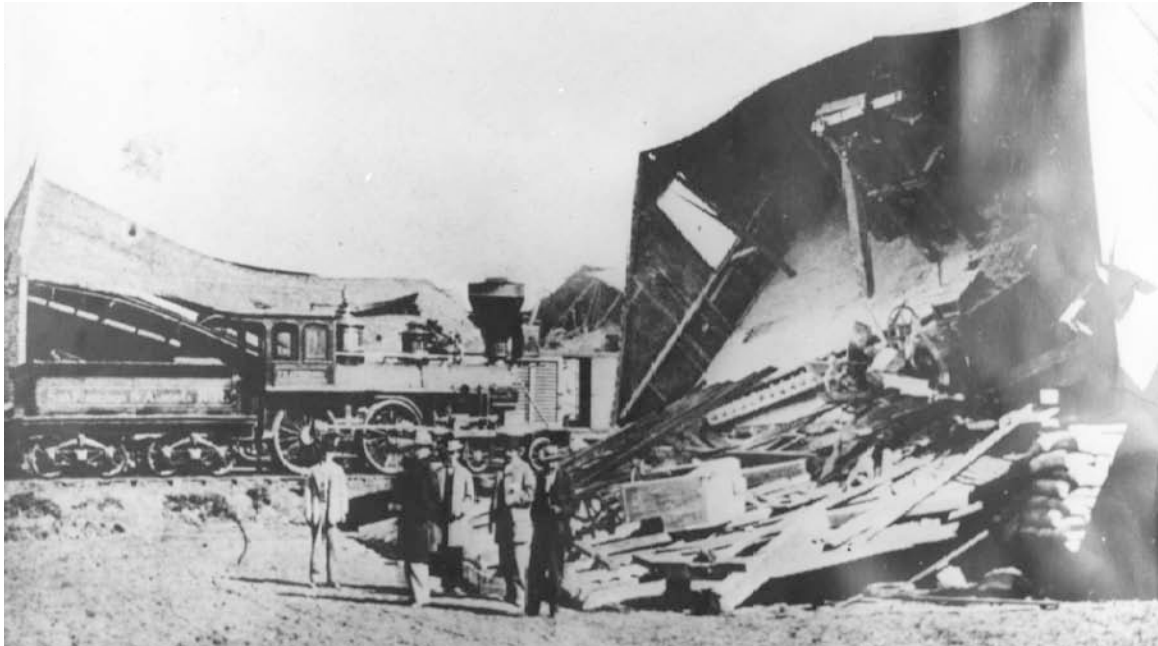


Figure 16. 1868 earthquake mill damage with SF&A train in background (photo courtesy of the Hayward Area Historical Society).

A competitor to this early rail line was James Fair's South Pacific Coast Narrow Gauge Railroad. This venture was planned to connect Alameda to Santa Cruz via a route along the old stagecoach route beside the eastern side of San Francisco Bay, down to San Jose and then west through the mountains to the coast.⁶⁵ It was the most westerly of the rail lines through Hayward, with stations in Newark, Russell City, San Lorenzo and Fruit Vale, among others.⁶⁶ It first ran through the area in the late 1870's and provided strong competition to the shipping business at the bayside landings.⁶⁷

Part of the construction for this railroad included a short access road from the main line at Mt. Eden Station to a siding location on what was the John Johnson farm. They called the access road Depot Road. This line became part of the Central Pacific Railroad in 1886 and almost immediately joined the Southern Pacific Railroad when CPRR was absorbed over the next several years. Southern Pacific converted the line to a standard gauge line between 1906 and 1910.

Four years later, in 1869, the first transcontinental railroad (Central Pacific Railroad) terminated in Alameda after passing through Niles Canyon, Niles, Hayward and Fruit Vale.⁶⁸ This first train had three locomotives, twelve cars and eleven passengers.⁶⁹

⁶⁵ *Mt. Eden: Cradle of the Salt Industry in California*, 121.

⁶⁶ *The Rancho of Don Guillermo*, 153

⁶⁷ The exact dates of the establishment of this railroad are in question. Different sources state completion dates ranging from 1875 to 1881.

⁶⁸ The terminus was moved to Oakland several months later.

⁶⁹ Trimble, 9.

Streetcar

While the larger railroad companies provided long-distance connections for passengers and freight, there were a number of passenger-focused streetcar companies and lines that served the various neighborhoods of Hayward. One of the earlier streetcars was the Hayward Horse Car Transit Company. Their open sided cars were, as the name implies, horse drawn on rails along B Street from Fourth Street (downtown) to the Southern Pacific Depot at Hunt's Cannery (now Cannery Park.) A spur track led to Hayward's Hotel down Main Street.



Figure 17. Horse-drawn streetcar line on B Street, Palmtag Building in background, no date (Photo Courtesy of the Hayward Area Historical Society).

Construction on this line began in 1890 and was completed in February 1891. In 1902, it was absorbed, like many other local streetcar lines, into Borax Smith's Oakland Transit Consolidated (a.k.a. the Key System.)⁷⁰ By 1909, it was the last horse-drawn line in the East Bay. It was abandoned in April of that year in favor of the electric streetcar.⁷¹ Today the modest houses from the late 1800s and early 1900s that line B Street, between downtown and Cannery Park, mark the remnants of this route.

Another early streetcar company was the Oakland, San Leandro and Haywards Street Rail. This company opened for business on May 7, 1892, operating trains on Castro Street (Mission Boulevard.) It was founded by its president, H.W. Meek and was "one of the first long-distance

⁷⁰ Bay Area Electric Railroad Association, *Key System Streetcars: Transit, Real Estate and Growth of the East Bay* (Wilton, California: Signature Press, 2007), 57.

⁷¹ *Ibid*, 56.

intercity, or interurban, railways built in North America.”⁷² It connected Hayward to points north via 14.7 miles of main track plus a spur line to San Lorenzo.⁷³

In a tale that speaks to the tremendous trends toward consolidation of transit operators of the time, this streetcar line was one of the last independent railroads in the East Bay region when it was taken over by Smith’s Key System in 1901.⁷⁴ When the Key System abandoned rails in favor of roads in the 1930s, this line followed suit. It was converted to a bus route in 1935.⁷⁵

6.2.3 Schools

Education has long been a community priority for the residents of Hayward and its surrounding settlements. Since the mid-19th century each community had its own schoolhouse for education through the primary grades (generally through the 8th grade.) Children often traveled several miles, on foot or by horse, to attend daily classes. As was the custom of agricultural communities of the time, the schools often closed during peak harvest periods so the children could work at home with the rest of the family.

Early Schools

Father Zachariah Hughes, a Methodist circuit preacher, is generally given credit for the first schoolhouse in the area. (See Chapter 9 for more information on Hughes’ role as a reverend in Hayward.) In 1852, he reportedly purchased 410 acres from Castro in what is now the Baywood District of Castro Valley.⁷⁶ Around 1853, Hughes constructed a simple one-room, 18-foot by 20-foot building out of rough-hewn redwood boards.⁷⁷ This modest school was meant to serve the entire Eden Township, including both Castro Valley as well as Hayward. Realizing that Hayward needed a school in closer proximity to attract settlers to the new town, Faxton Atherton donated a block of land near at First Street and C Street, near downtown Hayward as a school site in 1864.⁷⁸ Local legend claims that in the middle of the night, a group of concerned Hayward citizens loaded Father Hughes’ Castro Valley schoolhouse onto a wagon and moved it to the dedicated lot in downtown Hayward. True or not, the school building in downtown Hayward became known as the Laurel School. In 1866, the Eden Vale School District was officially formed to encompass all the territory served by the little Hayward school.⁷⁹ As the area became more developed, a separate Laurel School District was formed in 1868, to correspond to the more immediate Hayward area. It was named after the Laurel School.⁸⁰

⁷² Ibid, 65.

⁷³ Ibid

⁷⁴ Trimble, 25.

⁷⁵ Bay Area Electric Railroad Association, 66.

⁷⁶ *The Rancho of Don Guillermo*, 102.

⁷⁷ The exact date of its construction ranges from 1853 to 1855 depending on the source; *Forum* (Castro Valley), 9 March 1982; “The Condensed Statement Of the Situation and Progress of the Public Schools during the year commencing November 1, 1854 and ending October 31, 1855” (Sacramento, California: State of California, 1856); *The Rancho of Don Guillermo*, 108; Florence Car Randall, ed., *Hayward...the First 100 Years* (Hayward, California: Hayward Centennials Committee, 1975), 50.

⁷⁸ Randall, 50.

⁷⁹ “The Markham School Bell: A Symbol of Hayward’s Early Schools,” *Historical Dedication of the Original 1906 Mayward Markham School Bell, Program* (Hayward, California: Hayward Area Historical Society, 1959).

⁸⁰ *Forum* (Castro Valley), 9 March 1982.

Settlement around Hayward was gaining momentum in the last quarter of the 19th century. Soon the modest one-room school was no longer capable of handling the growing number of school age children.⁸¹ In 1876 a new, multi-story Laurel School was constructed on the Atherton lot.⁸² The old school was then moved to the corner of B and Main Streets to serve as a firehouse until a dedicated building was constructed on Castro Street in 1880. After the fire station no longer needed the little former school, it was purchased by Alex Allen, and turned into a private residence. This building is still believed to exist on Third Street, near D Street.⁸³

This new school quickly became cramped. It was enlarged in 1887 by constructing a second, identical building nearby, and connecting the two structures with a hallway, forming an H-plan building. It served the Hayward community for 18 years before being replaced by the Hayward Grammar School in 1905.⁸⁴ At this time the H-plan 1877 building was cut into two pieces. One piece was purchased for \$200 and moved across First Street to be used as Dania Hall.⁸⁵

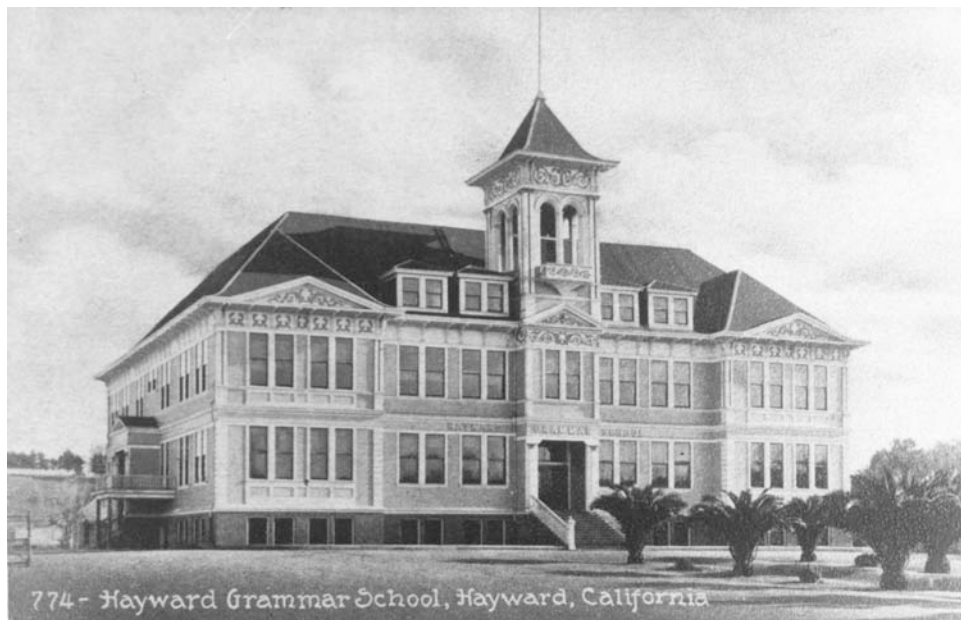


Figure 18. Hayward Grammar School, no date (photo courtesy of the Hayward Area Historical Society).

In 1928, the Hayward Grammar School was renamed the Markham School in honor of Edwin Markham, an early principal at the school. Mr. Markham went on to become a noted literary figure and popular poet. He is best remembered for his poem, "A Man with a Hoe." The 1905 Markham School was demolished in 1948 as part of the redevelopment of the Foothill Boulevard Strip.

⁸¹ There were approximately 250 schoolchildren in Hayward in 1877. McArdle and Coolbrith.

⁸² Randall. Note: The building though to be the original Laurel School building, at the west corner of the D Street and 3rd Street intersection, has been extensively altered and is no longer recognizable as an early school building.

⁸³ Personal communications with Frank Goulart.

⁸⁴ There is a discrepancy in dates of construction for the Hayward Grammar School. Sources vary between 1905 and 1908.

⁸⁵ Randall, 97.

As more people settled in the Hayward area to work in the growing number of agricultural production jobs associated with the canneries, the truck farms and the processing plants along the train line, the school system continued to expand as well. By 1926, the citizens were served by seven (7) elementary schools and the ever-expanding beaux-arts Hayward High School campus.⁸⁶ By 1940, these figures had increased to twelve (12) elementary schools. By 1950, the post-World War II population explosion and residential development had resulted in a doubling of the number of elementary schools. The trend continued through 1960 when Hayward was served by 55 elementary schools.⁸⁷

High Schools

While public elementary schools were commonplace by 1892, students wishing to continue their education beyond the eighth grade had to travel to Oakland to attend high school. Many boarded in other towns and cities so they could attend private schools for the purposes of preparing for college entrance exams. At the time, there was no provision for public high school education.

This changed in 1891, when the California State Legislature passed a bill that proscribed the process by which a town could organize a high school. Under this bill “any city or incorporated town of one thousand two hundred or more inhabitants may, by majority of vote of the qualified electors, thereof, establish and maintain a High School; or two or more adjoining school districts may unite and form a Union High School District, for the purpose of establishing and maintaining a High School therein, at the expense of such city or incorporated town or Union High School District.”⁸⁸ The civic leaders of Hayward, headed by Isaac B. Parsons, saw the need for a local high school and took full advantage of the new legislation.

In 1892, the Union High School District #3 was formed. It was fed by five (5) grammar schools from several incorporated and unincorporated areas.⁸⁹ The first classes were held in the Native Sons’ Hall until a new two-story high school was constructed at the southwest corner of A and Soto (now Montgomery) Streets on land partially donated by the Meek family.⁹⁰ It was dedicated on December 9, 1893.⁹¹

By 1911, it was clear that the original high school building was no longer adequate. Increases in population, along with changes in attitude toward education, were bringing more and more students to seek a high school education. After two unsuccessful attempts, an \$80,000 bond was approved in March 1912 for construction of a new high school campus. In the fall of 1913, students moved in to the new high school on Foothill Boulevard. (This first building was soon joined by others as the campus expanded. It eventually became known as the Administration Building.) This school campus incorporated the popular City Beautiful design philosophies, with broad greens surrounded by white, columned Beaux-Arts buildings. It was laid out much like civic centers of the time and encouraged celebration of the natural environment as an integral

⁸⁶ *Tribune* (Oakland), 1926 yearbook.

⁸⁷ Randall, 124.

⁸⁸ *An Act to Provide for the Establishment of High Schools in the State of California* (Sacramento, California: State of California, 1891).

⁸⁹ Randall, 82.

⁹⁰ *Ibid.*

⁹¹ Classes commenced at the Native Sons’ Hall and in the latter half of 1893.⁹¹ William Smith built the two-story high school for \$3,000.00

feature of the overall design. The buildings themselves were decorated with sculpture and murals. This first building boasted a frieze of gods and goddesses gazing down from Olympus, all standing above six tall Grecian columns with ionic capitals.

In 1925, the Auditorium Building was constructed to house 32 classrooms as well as the namesake auditorium.⁹² Eventually, the high school campus came to include botany grounds, extensive lawns and landscaping, a hockey field, a girls' gymnasium and a boys' gymnasium.

In October 1967, after much public protest, the old Hayward High School was demolished. On its site, the City erected a new City Hall and civic center. The 1949 boys gymnasium remains and is now known as Centennial Hall. Portions of the botany grounds have been incorporated into the Hayward Area Recreation and Park District's (HARD) Japanese gardens.



Figure 19. Hayward Union High School, no date (photo courtesy of the Hayward Area Historical Society).

Hayward High School (also known as Hayward Union High School or HUHS) was the only high school in the area until after World War II. During the 1950s and early 1960s half a dozen additional high schools were constructed throughout the Hayward Unified School District to meet the needs of the post-war population. These schools were San Lorenzo and Arroyo High Schools to the north, Castro Valley High School to the east, and Tennyson, Mt. Eden and Sunset High Schools in the City of Hayward. Construction also included a new Hayward High School as noted above.

Modern Public School System

In the early 1960s, the Hayward School District was split into three separate districts: Hayward Unified (1963), San Lorenzo Unified (1963) and Castro Valley Unified (1965). Following the split, Hayward Unified consisted of four (4) high schools, seven (7) junior high schools, 33 elementary schools, four (4) adult schools and two (2) continuation schools.⁹³ This period represented the approximate peak of Hayward Unified's capital extent. Changes in classroom sizes, types of instruction, educational programs and fluctuations in population have resulted in a

⁹² This building was constructed at a cost of \$28,000.00.

⁹³ Randall.

2009 Hayward Unified School District that consists of three (3) high schools, five (5) middle schools, 25 elementary schools, one (1) adult education center, one (1) alternative high school, one (1) English language center and one (1) child-care center for pre-school children.⁹⁴

Private Schools

In addition to the public schools, there have been a host of private institutions providing educational opportunities to the youth of Hayward. At some point in time, most of the early churches had a small school associated with them. These largely disappeared after the creation of the Hayward Unified School District in the late 19th century. However the Catholic Diocese has continued to have a strong educational presence in Hayward, particularly after the World War II boom. These schools include All Saints School (K-8), which was established in 1947, St. Clement School and St. Joachim School (both K-8), founded in 1958, and Moreau Catholic High School, which opened in 1965 as a boys' school. It became coeducational in 1969.⁹⁵

Colleges and Universities

The post-World War II period was one of remarkable growth in many social and cultural realms. This was reflected in the dramatic change in attitudes toward higher education. What was once generally considered an option for the privileged became more commonplace for middle-class Americans. Part of this shift was due to the dramatic population explosion of the baby-boomer generation, causing stresses on the existing education systems at all levels. Part was the result of incentives for education built into the G.I. Bill. Part was the changing workplace with its greater emphasis on technology and specialization.

By 1960, when the first of the baby boomer generation graduated from high school, the national average of post-secondary education attendance was 45% of the population. In 1975 this had increased to 51%. More recently, in 1990, this had further increased to almost 60%. Overall, the number of people enrolled in colleges across the nation increased from 1.5 million to 15 million people during the same period.⁹⁶

In California, the public institutions of higher learning developed somewhat differently from National trends. Here the emphasis was on three equal goals: Broad access, affordability and quality. To this end, in 1920, California developed a hierarchy for their institutions that addressed differing levels of needs within the population. Part of this was the establishment of the junior college system and the guarantee that any graduate from one of these schools would be able to attend the University of California if they desired. This created the nation's largest junior college system and the largest post-secondary institution in the UC campuses. Additionally, UC was the first multi-campus university in the country. Within these systems, there was specialization of programs that addressed concentrations of various populations within the state.

⁹⁴ *Schools*, Hayward Unified School District, http://husd.k12.ca.us/index.php?option=com_content&task=section&id=5&Itemid=190.

⁹⁵ "Then and Now: History," Moreau Catholic High School, <http://www.moreaucatholic.org/s/768/index.aspx?sid=768&gid=1&pgid=548>; "St Joachim School Mission Statement and Philosophy," St. Joachim Catholic School, <http://www.stjoachimschool.org/aboutus.html>; "New Student Information," All Saints Catholic School, <http://www.all-saints-school.org/NewStudentInfo.htm> fact sheet.

⁹⁶ John Aubrey Douglass, *The California Idea and American Higher Education: 1850 to the 1960 Master Plan* (Stanford, California: Stanford University Press, 2000), 6.

Cal State East Bay/Cal State Hayward/Alameda County State College

Over the next 40 years, through the Great Depression and World War II, regional colleges grew in popularity. Procuring a campus became a political goal for many regional and municipal government officials. It was a badge of honor for the city as well as an income generator for the larger region. However, the expansion of the state college system posed its own problems in the way of governance. After much discussion and confrontation, a new California Master Plan for Higher Education was adopted in 1960. This plan identified areas for geographic expansion, established goals for the quality and types of instruction and addressed the anticipated continued growth in enrollment for the next generation of students.

Lobbying for a local campus in the East Bay coincided with this planning within the state college system concerning expansion and purposed in the post-World War II period. Lobbying for a State college in Alameda County began in the early 1950s. In 1954, the Hayward Area Chamber of Commerce began to heavily campaign for a campus in their vicinity, citing the fact that Alameda County was the only metropolitan county in California without a state college.⁹⁷

In 1957, Assembly Bill No. 4 was presented and adopted by the State legislature on January 8. It authorized the establishment of a State College for Alameda County to be situated in the southern part of the county. Two years later, Alameda County State College opened in temporary quarters in the recently completed Sunset High School in Hayward. During this period, many sites around Alameda County were considered for the permanent home of the new institution. Eventually, Pleasanton was selected, only to be reconsidered at the strong urging of Governor Edmund Brown. He suggested that Pleasanton was too far removed from the core of the County's population. After this, Hayward became the preferred location and several sites were presented for consideration. Ultimately, in 1960, the Timm Hauschildt Ranch was selected for its relatively flat site, potential for scenic vistas and proximity to the recently purchased Garin Ranch State Park.

The original campus was constructed over the next five years. It was officially dedicated in the spring of 1964 with only a handful of essential buildings completed. At the time of dedication, the California State College at Hayward (the name was changed in 1963) offered 22 undergraduate liberal arts majors and two graduate degrees, a Masters of Science in Mathematics and a Masters of Arts in English.⁹⁸ As the campus expanded, the name changed two more times. In 1972, it was officially called the California State University at Hayward, or Cal State Hayward. Then in 2005, this was changed to California State University, East Bay (CSUEB or Cal State East Bay) to reflect the expansion of the institution beyond the Hayward campus.

Chabot Community College

In 1917, the California legislature passed the Ballard Act. This Act allowed for state and county financial support for junior colleges. It followed the state funding formula for high schools by providing funding to community colleges on a per-student basis. While its value was recognized, the difficulty in determining how to set up institutions for post-secondary education under the Act was not clear. Therefore, in 1921, the District Junior College Law amended the Ballard Act.

⁹⁷ *Tribune* (Oakland), 4 September 1987.

⁹⁸ *President's Newsletter* (California State University at Hayward, Volume 1, Number 1, April 28, 1964).

This law allowed for the creation of community college districts to fund and administer junior colleges in California. This created a provision for local public higher education facilities.⁹⁹

Such educational opportunities became more critical as Hayward's agriculture jobs were being replaced with industrial and high-tech employment opportunities in the post-WWII environment. The circumstances were further fueled by veterans entitled to the benefits of the G.I. Bill seeking out greater options to expand their training.

To answer this need, the voters approved a bond measure authorizing the establishment of the South County Community College District on January 10, 1961. The result was Chabot College, which opened its doors in September of that year in a temporary facility in San Leandro. It remained there until 1965 when the current main campus opened on land obtained through eminent domain from the Mohr family. Chabot College opened a second campus, the Valley Campus, in Livermore in 1975. The Valley Campus became a separate entity in 1988 and was renamed Las Positas College.¹⁰⁰

6.2.4 Municipal Services

Fire

Shortly after Hayward was first settled in the mid-19th century, the citizens recognized the need to organize a fire company. At the time, lack of a water system, profusion of quickly constructed, wood-frame buildings and lack of zoning or building regulations all combined to create



Figure 20. Hayward Fire Department, c.1920
(photo courtesy of the Hayward Area Historical Society).

conditions ripe for massive and devastating fires. It was not uncommon for a small kitchen fire to grow quickly enough to destroy whole city blocks. As downtown Hayward began to fill in and buildings were constructed in close proximity to each other, the need for some form of fire protection was voiced.

In 1865, Charles T. Ward organized the Haywood Fire Association #1. By the early 1870s a second group of volunteers formed, under the name Hook and Ladder #2.¹⁰¹ These two companies would often battle for the right to fight a fire, racing to the scene. Such intense competition was normal and commonplace at the time. The volunteers took great pride in beating the other teams, often hosting contests with neighboring towns. Trophies were proudly displayed.

These early companies battled flames with buckets of water handed from one person to the next. If they did not reach the scene in the early stages, it was often

⁹⁹ "The California Community Colleges: History," 4Faculty.org.
<http://4faculty.org/includes/digdeeper/CCChistory.htm>.

¹⁰⁰ *Chabot College Educational Master Plan, 2005-2015* (Hayward, California: Chabot College, 2005), 7.

¹⁰¹ Banning Fenton, *Hayward: The Heart of the Bay* (Carlsbad, California: Heritage Media Corp., 2002), 27.

impossible to stop the spread of flames. However, in 1870, they were able to purchased a used hand pump from the San Francisco Fire Department, greatly improving their fire-fighting capabilities.¹⁰² A second hand pump was added in 1872.

Even with the increased water distribution capabilities, fires were still very difficult to manage and spread quickly. One such fire, in 1874, destroyed a whole block of businesses between D and Castro Streets. This prompted Faxon Atherton to donate a lot for a firehouse on the east side of Castro Street between B and C Streets, in 1875.¹⁰³ Shortly thereafter, in 1878, the Hayward Fire Company, No. 1 and Hook and Ladder No.2 were formed to address the rapidly increasing population of Hayward.

In 1880, all these various volunteer groups combined into the Haywards Fire Company #1, the City's first official fire department.¹⁰⁴ They operated at the Atherton-donated firehouse between B and C Streets until 1913 when a new firehouse was constructed at D and Atherton Streets. At that time a second firehouse was constructed on the site of the previous station to bring all the facilities up-to-date. Both of these early fire stations lasted until the mid-20th century. The station on D and Atherton was torn down in 1954 and the other station was razed in 1966.¹⁰⁵ Today, Hayward has nine fire stations to serve the residences and businesses throughout the City.¹⁰⁶

*Police*¹⁰⁷

The present Hayward Police Department can be traced back to 1926. Prior to this, a Town Marshal and his deputies patrolled Hayward, with the aid of the County Sherriff. It was shortly after incorporation in 1876 that the first jail was constructed. This first sturdy structure was composed of a steel box frame covered by thick pine boards. It was supposedly located adjacent to the former Castro Adobe site near the center of town.¹⁰⁸ It is unknown just how long this building was utilized before it was moved offsite in the 1920s.

The first marshal was appointed shortly after Hayward incorporated in 1876. His name was George H. Horn. At the time order was kept from the back of a horse or on foot. By the 1920s, a small, motorized car was used to patrol the gravel roads and trails around the area. This was a period of growth within Hayward and it was recognized that a more formal policing system needed to be adopted.

In 1926, the first Chief of Police, Captain John Lewis, oversaw a major reorganization of the police. Lewis instituted the modern police department, introduced uniforms and instituted a system of 8-hour shifts. As plans were drawn up for the new City Hall, it included space for the Police Department, bringing all the City offices under one roof. When they moved into the

¹⁰² Ibid.

¹⁰³ Ibid, 28.

¹⁰⁴ Ibid, 27.

¹⁰⁵ Ibid, 28.

¹⁰⁶ City of Hayward, "City Services: Fire," City of Hayward. <http://www.hayward-ca.gov/departments/fire/sfire.shtm>.

¹⁰⁷ John Levy, *Hayward Police Department: 1926-2002, Service to an Evolving Community* (Hayward, California: Hayward Police Officers Association).

¹⁰⁸ 100th Anniversary: *City of Hayward*.

building, the County Sherriff maintained an office next door, reinforcing the strong connection between the City of Hayward and the many populated unincorporated areas that surrounded it.



Figure 21. Hayward Police Department, c.1975 (photo courtesy of the Hayward Area Historical Society).

Continued growth in the population and City boundaries was reflected in the increasing size of the department. Eventually annexes were added next to City Hall to house various department offices. When the City moved its offices to Foothill in the early 1970s, the police department took over the old City Hall building. This solution was brief, as a new facility and jail was dedicated at 300 West Winton Avenue in 1975. Today, this building continues to serve as a Police and Public Safety building, while daily police operations are directed out of two district offices; one serves all areas north of Highway 92 and the other serves areas south of Highway 92.

Utilities

Like many towns in the area, Hayward first had gas lighting before switching to the less-combustive electric lighting system. Gasworks were constructed in 1885 to serve the residents near the City's core.¹⁰⁹ While this was an improvement over candles and oil lamps, gas lighting was not very bright. Therefore, entrepreneurial citizens sought to bring electricity to Hayward. Not only was electricity safer, it allowed for brighter lighting and could be used to power a myriad array of small devices that were starting to become commercially available.

The first electricity franchise was awarded to S.D. Ingram and James H. Farrell for their Hayward Electric Light Company in 1888. The substation was located on A Street near First

¹⁰⁹ Randall, 66.

Street.¹¹⁰ A second franchise was granted by Alameda County to the Suburban Electric Light Company to serve the unincorporated areas from Fruitvale in Oakland to the Santa Clara County Line. This electric company became the dominant supplier shortly thereafter when it purchased the Hayward Electric Light Company. Both entities became part of Pacific Gas and Electric in 1910 when they were purchased by the rapidly expanding utility company.¹¹¹ By 1923, PG&E had constructed two additional substations on Foothill Boulevard near Kimball and Oak Streets, and on Atherton Street, near D Street.¹¹²

Communications

Telegraph

When Samuel Morris set up the first long-distance telegraph line between Washington, D.C. and Baltimore, Maryland in 1844, he could scarcely have known the changes that his efforts would bring. In a matter of months, instantaneous, long-distance communication was possible throughout the Eastern seaboard. Within several years, most major cities were connected via telegraph. However, the development of telegraphy in California took another decade.

The first telegraph line to be installed in the new State of California was done so by the California State Telegraph Company between San Francisco and Marysville, via San Jose and Sacramento, in November 1853.¹¹³ The foreman of this enterprise boarded at Hayward's Hotel on his way back to San Francisco in October of that year.

This line allowed all the major Californian cities of the time to communicate directly with one another. However, it also served to underscore the isolation these same cities experienced from the rest of the country. Consequently, talk soon began about establishing a transcontinental line. In 1860, Congress awarded a contract for such a line to the Western Union Company. They proposed to partner with the Placerville and St. Joseph Company who already had telegraph lines in the central part of the state, as well as with the various companies in Los Angeles that were following the Butterfield Overland stage route for telegraph lines. These California lines all agreed to consolidate as the Overland Telegraph Company to construct the lines from San Francisco to Salt Lake City. Western Union would complete the line from Salt Lake City to Omaha, Nebraska. Eventually all these companies were consolidated into Western Union.¹¹⁴

The transcontinental line was completed in October 1861. From this point, it was primarily used for news and by citizens wealthy enough to pay the high prices. As more lines were established, primarily along in-state railroad right-of-ways, it became a necessary instrument for conducting railroad-related business, which in those days, was related to almost all other business transactions.¹¹⁵ In 1866, Hayward's first telegraph office opened for public use in Oakes Hotel.¹¹⁶

¹¹⁰ Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California 1893*, 3.

¹¹¹ Randall, 66.

¹¹² Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California 1923*, 7 & 19.

¹¹³ James Gamble, "Early Reminiscences of the Telegraph on the Pacific Coast: The first telegraph lines in California," *The Californian*, 1881, <http://www.telegraph-history.org/california/index.html>.

¹¹⁴ James Gamble, "Wiring a Continent: The making of the U.S. transcontinental telegraph line," *The Californian*, 1881, <http://www.telegraph-history.org/transcontinental-telegraph/index.html>.

¹¹⁵ The first transcontinental line was constructed in 1861 by the railroad companies to dispatch trains remotely.

¹¹⁶ Hall, 42.

Soon after, the transcontinental railroad rolled through Hayward on its way to Alameda and Oakland. Even before its incorporation, Hayward was well connected to the rest of California and to the rest of the country.

Telephone

By late 1877, the telephone was being commercially produced. At the end of the next year, over 10,000 were in service, all on the east coast. However, their use was being popularized and within the next decade, small, private telephone exchanges were established all over the country. The first telephone in Hayward was supposedly installed in 1883 in Dr. Hood's Drugstore on B Street. The Sunset Telephone-Telegraph Company Exchange operated the line. This company and its exchange used part of the "first superimposed telegraph circuit" for connecting long-distance calls. The experiment was highly successful and soon the Hayward-to-San Francisco line became a model for similar connections throughout the regional telephone systems.¹¹⁷

In 1892, there were enough telephones installed in Hayward to warrant a switchboard to manage and direct communications. This first switchboard was installed in the Palmtag Building on B Street. The recession of the 1890's slowed growth and by 1897, there were only 23 subscribers to the system. Instead, most people used private lines that bypassed the exchange, stringing up telephone lines between individual houses or businesses as needed. This soon became chaotic and the idea of a central exchange for all phone traffic gained support.¹¹⁸

Sunset Telephone and Telegraph became part of the Bell system when Pacific Telephone and Telegraph acquired it in 1913. PT&T eventually changed their name to Pacific Bell. In the 1990s, Pacific Bell became part of SBC, which then changed its name to AT&T after acquiring that company as a subsidiary.

6.2.5 Civic Institutions

Post Office

The first official post office in Hayward was set up in 1860 at William Hayward's tent hotel and supply post. Like the Mt. Eden post office, Hayward's moved around as needed, being typically housed in storefronts throughout the downtown. In 1888 it was located in the Luce Building on the corner of B and Main Streets. In 1893 and 1897, two locations are noted: one still in the Luce Building and another in the Palmtag Building on B and Castro Streets.¹¹⁹ Both these locations remain until 1907 when only the Palmtag Building is listed as a post office. This space, however is twice that represented on the 1903 map, suggesting that operations had been consolidated into a single location. By 1923, there were three post offices in Hayward, all located downtown. These locations were all consolidated in 1927 when the Eggert family constructed a brick post office at the corner of C and Watkins Streets. Today this building houses the Hayward Area Historical Society. This home was short-lived, because in 1936 a new, dedicated post office building was constructed with the help of WPA funds. This building was a one-story Moderne style building at 822 C Street and still serves this purpose today.

¹¹⁷ Randall, 44.

¹¹⁸ Ibid.

¹¹⁹ Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California 1888-1950*.

Shortly Hayward's first post office opened, Mt. Eden was awarded their own - a separate postal facility in 1862 at Brustigan's Store. This Mt. Eden post office moved in 1884 to Peterman's Store where it stayed for several decades. This institution became a source of community pride, marking their history as an independent town with a separate identity from its close neighbor.



Figure 22. 1927 Post office, now HAHS museum and archives, 2009 (photo by Circa: Historic Property Development).

When the Federal government proposed closing the post office in 1953, citizens were so incensed that they went to Washington, D.C. to lobby their congressman to reinstate their post office. The Postal Service relented and the Mt. Eden office was reopened later that year.¹²⁰

Library

Hayward had a library fairly early in its history. Like many communities, a public library was typically maintained by volunteers, furnished by donations and funding drives, and housed in various private and commercial buildings as space and furnishing were available. The 1893 Sanborn maps locate a library in a carriage shop on B Street between Main and First Streets. It remained here as a storefront-sized institution until a dedicated building was constructed with help from Andrew Carnegie in 1906.

Between 1886 and 1919, Industrialist Andrew Carnegie donated over \$40 million for the construction of 1,679 public libraries throughout the United States. Communities seeking grant money for a library had to own the land upon which they hoped to build, this land had to be large enough to accommodate expansion of the library at a future date, and they had to pledge a minimum of 10% of the grant amount, per year, to maintain the library once it was constructed. Beyond this, there were few restrictions on design, scale or placement, although certain interior layouts were preferred.¹²¹ After 1908, communities also had to submit architectural plans for approval.

Hayward applied for and received a \$10,000 Carnegie Library grant for the construction of the 1906 public library at B and First Streets. (It was under construction during the 1906 earthquake

¹²⁰ *Mt. Eden: Cradle of the Salt Industry in California*, 60.

¹²¹ National Park Service, "Obtaining a Carnegie Library," Teaching with Historic Places Lesson Plans, Carnegie Libraries, <http://www.nps.gov/nr/twhp/wwwlps/lessons/50carnegie/50carnegie.htm>.

and required additional funds for emergency repairs.)¹²² It was the first official library in town and was placed on a lot purchased with funds raised by the public. It was unusual in its design. While most Carnegie libraries were fairly classical in detail, using brick, terra cotta and stone, Hayward's library was constructed in the Mission Revival style that was popular at the time.



Figure 23. Carnegie Library, c. 1920 (photo courtesy of the Hayward Area Historical Society).

Its grand, asymmetrically stucco façade and prominent domed tower was a radical departure from its contemporaries in California. It quickly became a source of community pride. Unfortunately it was sold in 1948 and demolished shortly thereafter when the Foothill Boulevard “Strip” was built in the 1950s.

The money from the sale of the original library lot was used to partially fund the construction of a new library on the former Castro Plaza site. This site also once contained the San Francisco & Alameda Railroad Station, Edmundson’s grain warehouse (destroyed 1868) and a baseball field.

City Hall

Hayward has had a number of city halls over the course of its existence. The earliest City Council meetings were held at various hotels and halls throughout downtown. By 1888, a combination fire house/city hall had been constructed on Castro Street near C Street. The Council met upstairs in the hall and the fire equipment was housed on the lower floor. Even after the building was enlarged in the 1920s, both entities continued to share space. Of course, at this point, the City had grown considerably and a proper City Hall was desired.

¹²² “Hayward, Alameda County,” Carnegie Libraries of California, <http://www.carnegie-libraries.org/>.



Figure 24. Hayward City Hall c. 1930 (photo courtesy of the Hayward Area Historical Society).

Work on designing the new city hall started in 1927, but ground wasn't broken until March 1930. The Art Deco style building designed by local architect E.P. Whitman, was constructed in just over six months at a cost of approximately \$65,000.¹²³ Eventually a small civic center complex was constructed in the area in complementary designs. The Veterans Memorial Building was located immediately behind City Hall, facing Main Street, and the 1936 post office was around the corner. The impressive design and central location made City Hall an instant local landmark. Unfortunately, the convenient location also happened to be directly over the Hayward Fault.

In the rapid post-World War II growth of the City of Hayward, the City offices outgrew the confines of their building. Restrictions of the site did not allow for expansion so plans were started for a new civic center complex as early as 1945. However, it wasn't until 1972 that a new civic center campus was created, not in downtown but on the former Hayward High School site (demolished 1967). This modern high-rise tower was placed adjacent to the former high school gymnasium, also known as "Centennial Hall." City Hall remained in the tower until 1998 when a new civic center building was constructed near the BART tracks in downtown Hayward on B Street. The 1972 complex remains and is used as office and community space.

*Airports*¹²⁴

Dietrich Petsdorf owned a large parcel of land along the eastern edges of Russell City. His property was sold and developed into an airfield by the United States Army in 1942. The facility

¹²³ *100th Anniversary: City of Hayward.*

¹²⁴ Most airport history is derived from a historical timeline developed by the Airport and provided by the City of Hayward.

was known as Hayward Army Air Field and served as an auxiliary field to Chico Army Air Field. Its primary purpose was to service P-38 fighter aircraft.¹²⁵

The airfield was declared surplus army property shortly after the close of the war. In 1946, a local citizens group operated it as a public-use facility. Also at this time, the California Air National Guard (ANG) took control of the Army facilities at the southwestern corner of the airport, including a large hanger and several training buildings. It served as home of the 194th Fighter squadron until the unit was redesignated at the 144th Fighter Bomber Wing in 1950. When this unit transitioned to the F-86A jet aircraft in 1954, it was relocated to Hammer Field at the Fresno Air National Guard Base. The 129th Air Rescue Squadron was then assigned to Hayward. This unit too was redesignated as a supply squadron in 1955. During the 1960s it operated as a troop carrier group, serving with various elite military groups behind the lines during all conflicts and wars through 1980. At that time, the California ANG unit was permanently reassigned to Moffett Field in San Mateo. Today a small Army special assignment attachment remains stationed within the former Air National Guard area of the airport.



Figure 25. Fighter planes over hangar, c.1946 (photo courtesy of the Hayward Area Historical Society).

When the airport was declared surplus war property in 1946, processes were put in motion to transfer the site to the City of Hayward. The property extended from San Lorenzo Creek on the north to Winton Avenue on the South, and from Hesperian Boulevard on the east to approximately Sabre Street on the west. It totaled more than 690 acres and included two runways and a series of hangers and air-related infrastructure, including today's Kennedy Park and the Skywest Golf Course. The property was finally transferred in 1947.

¹²⁵ The California State Military Museum, *Historic California Posts, Stations and Airfield, Hayward Air National Guard Base*, <http://www.militarymuseum.org/HaywardANGB.html>.

At the time, the provisions of the transfer prohibited any industrial or manufacturing uses on the airport property. These restrictions were removed in 1954, opening up new possibilities for the site. In 1956 the city acquired 20 additional acres of land to the west for industrial development. This eventually became the Cabot, Cabot & Forbes Industrial Park. A permanent control tower was constructed in 1959.

Development pressures on the City were increasing in the early 1960s and the lands surrounding the airport were seen as ideal areas for expansion. A 1961 study concluded that the airport site should be utilized for development for industry and for continued use as a municipal airport. This was the beginning of the first wave of development at the site. In 1964 the Skywest golf course was built on land leased from the City. In 1966, the FAA allowed for disposal of some of the original airport lands. The result was sale and development the aforementioned Cabot, Cabot & Forbes Industrial Center in 1967. This enabled improvements at the airport, including construction of four new hangers and the extension of runway 10L-28R from 1,800 feet to 3,100 feet.

Use of the airport peaked in 1978 with over 400,000 recorded operations. This level of utilization remained high through the early 1980s, but started to steadily decline as economic conditions worsened throughout the aviation industry and the country in the late 1980s and early 1990s. By 1995, the airport had reached a low of 154,000 operations for the year. A new strategic plan was adopted and the Airport Master Plan was updated. In 1999 the facility was renamed the Hayward Executive Airport. Since then, modern big-box retail development had occurred along Hesperian Boulevard and several private and municipal hangers have been constructed. Current use remains strong and Hayward Executive Airport maintains an operations count on par with San Jose International Airport, and is one of the highest for regional airports of its size in California.

6.2.6 Modern Subdivisions and Development

In the post-World War II period, Hayward grew exponentially, nearly doubling in population every ten years. This type of explosive growth put extreme pressures on the City's municipal services and dramatically changed the community character of Hayward from an agriculturally-focused regional trade center, to a suburban bedroom community.

As previously mentioned, subdividing lots was nothing new in Hayward. From the time Atherton expanded the original grid of downtown Hayward there have been property owners who broke up the larger plots of land into lots for individual development. Generally, under this model, the land was sold unimproved and any construction was up to the new owner. This model was challenged after World War II as commercial enterprises, or developers, consolidated many small lots (or purchased large tracts of farmland), then embarked upon improvements such as roads, lighting, streetscape landscaping, utilities as well as houses. The houses generally were variants on a single design or set of designs. Instead of purchasing land for building, people could purchase a new house, all ready for occupation. They had little say over the architecture of the house, but the economies of scale recognized under this system allowed for lowered construction costs. This translated into more affordable prices for consumers. Coupled with the

generous housing provisions for low-interest home loans in the G.I. Bill, home ownership in Hayward soared.

Early areas of post-World War II development were concentrated in the western outskirts of Hayward, between downtown and Mt. Eden and centered around the new Nimitz Freeway (I-880) construction. Most of these areas in the Longwood-Winton, Santa Clara and Southgate neighborhoods were annexed by the City simultaneous with development in the 1950s.

Small portions were developed in 1948 and 1949. However, with the exception of the Glen Eden neighborhood, which was developed from 1950 through 1970, the largest tracts in this area were built up between 1951 and 1958, converting the historically agricultural land into instant neighborhoods of one-and two-story houses.



Figure 26. c.1960 aerial photograph showing subdivisions along I-880/Nimitz Freeway (photo courtesy of the Hayward Area Historical Society).

Other large pockets of post-World War II development included the Witman-Mocine neighborhood and Fairway Park. While also developed primarily in the 1950s, these developments were more isolated than the adjacent projects near the freeway. Smaller areas of high-density development filled in the empty spaces between these large-scale developments. By the 1960s and 1970s most new housing development was concentrated in the hills east of downtown, including the area around the new California State University.



Figure 27. Hayward subdivision (unspecified), no date (photo courtesy of the Hayward Area Historical Society).

The largest of the developers responsible for this transformation was the former Oliver Rousseau Organization. This company, now known as Toro Development Company, was the brainchild of Oliver Rousseau, his nephew Dennis Jordan and Irving Kay. Together, they were responsible for development of Fairway Park, Southgate (including the Southgate Mall) and Woodland Estates. In total, they built over 4000 units of housing in Hayward and set the standard for post-war development in the area.¹²⁶

6.3 Summary

Hayward has a proud civic history with a strong emphasis on education and connections with the outlying communities. It developed at a regional crossroads that eventually evolved into a major transportation and communication corridor, which allowed the relatively small town to access many of the conveniences of the larger cities. This combination of connectedness and local community spirit continues to define Hayward today. It retains its historical identity while still being closely related to its neighbors. This development was largely concentrated in the downtown Hayward area as well as the crossroads communities of Mt. Eden, and to a lesser extent, Russell City. Each developed as a unique community with particular cultural and economic drivers. Today, Hayward remains as the sole survivor to remind citizens and visitors alike of what a typical East Bay town looked like before the sprawling expansion of the post-World War II years.

Important Names and Sites

- Southern Pacific Railroad
- Western Pacific Railroad
- South Pacific Coast Railroad
- Streetcar companies and routes

¹²⁶ *Review* (Hayward), September 28, 1986.

- Mohr Family
- Bay landings
- Early roads – Hesperian Boulevard, Mission Boulevard, East 14th Street, etc.

6.4 Property Types

The area discussed in this context statement differs somewhat from the boundaries defined for the related historical resources survey. This has been done to provide a more complete picture of the development history of the area and to show the tremendous growth of Hayward over the course of its 150+ year history. As such, the representative properties discussed below may or may not be located within the actual survey bounds.

Possible property types and/or sites associated with this context might include:

- Railroad features – buildings and tracks, especially routes and track remnants for streetcars
- Bridges
- Pre-1960 residential properties and related buildings, structures, objects and landscape features in Hayward, Mt. Eden and Russell City areas
- Pre-1960 civic and municipal buildings in Hayward
 - Pre-1960 schools
 - Pre-1960 fire stations
 - Pre-1960 police stations
 - Pre-1960 post offices
 - Pre-1960 city halls
- Bay landings
- Airports

6.5 Representative Properties

Residential: Pre World War II

In the pre-World War II period, residential neighborhoods were smaller in scale than the later subdivisions and tended to be developed by individuals and families who owned large plots of land. The parcels would be surveyed and individual lots would be sold unimproved. The new owners would then construct a house, typically in a popular style of the day. In this manner, a patchwork of architectural styles, forms, and uses developed. Efforts by Atherton to populate the newly platted areas of central Haywood in the 1860s represent the earliest subdivisions, however much of downtown and the surrounding neighborhoods developed in this way through the 1920s. Architectural styles related to this time period include Italianate, Stick Style, Queen Anne, Neoclassical, Shingle Style, Prairie Style, Spanish Eclectic and other Period Revival Styles, as well as Craftsman and California Bungalows.



Address: 1465 B Street

Year Built: c.1890

Style: Queen Anne Cottage

Designations: Located within potential Upper B Street Historic District



Address: 454 B Street

Year Built: 1910

Style: Neoclassic Rowhouse

Designations: Located within potential B Street Streetcar Historic District



Address: 22128 Prospect Street

Year Built: 1931

Style: Tudor Revival Style

Designations: Located within potential Prospect Hill Historic District



Address: 1410 C Street

Year Built: c.1930

Style: California Bungalow

Designations: Located within potential Upper B Street Historic District

Transportation

Nothing remains of Hayward's early railroad related resources with exception of the railroad alignment and possible track remnants. All passenger depots and other freight related buildings have been demolished. However, important early transportation related features remain evident in the city's landscape such as the lower B Street Streetcar route, c.1920-1930s concrete bridges, and the impressive Air National Guard hangar at the Hayward Municipal Airport.



Address: Lower B Street – Former streetcar route

Designations: Primary corridor within potential B Street Streetcar historic district, note historic tree canopy, street width and residential scale of buildings on either side of B Street.



Address: Hayward Executive Airport, Hesperian Boulevard and West Winton Avenue

Year Built: 1942

Style: World War II-era

Designations: none

Civic

Despite the unfortunate loss of the Carnegie Library in the 1950s, Hayward retains a good representative selection of historic civic buildings in the downtown core. The remaining early civic buildings include two post office buildings, the stunning Art Deco City Hall and its partner, the Veterans Memorial Building.



Address: 822 C Street – U.S. Post Office

Year Built: 1936

Style: Art Deco

Designations: Located within Marks Historic District



Address: 22737 Main Street – Veterans Memorial Building

Year Built: 1932

Style: Art Deco

Designations: Located within Marks Historic District

Schools

Unfortunately, all of the pre-World War II-era schools in Hayward, most notably the Hayward Grammar School and the Hayward Union High School, have been lost to modern development over the years. The earliest school building extant within the study area is the 1947 All Saints Catholic School. The post-war population boom resulted in the construction of a large number of schools in the 1950s, including Bret Harte Middle School and the Markham Elementary School that are in the survey area.



Address: 1047 E Street

Year Built: 1959

Style: Modern

Designations: None

Chapter 7

Historic Context 4: Agribusiness

7.0 Historic Context 4: Agribusiness

7.1 Overview

Hayward was a renowned agricultural center up until World War II. Early on, it followed the agricultural patterns of the rest of California, moving from cattle to grains to orchards. By the turn of the century Hayward was becoming an early center for vegetable canning. This was partially due to the quality of produce available from local farmers, as well as the proximity to major rail shipping lines and availability of land for industrial development.

Also at this time, Hayward developed a reputation as a center for the poultry industry as well as for small livestock. The preponderance of large urban and suburban lots (1/2– 5 acres in size) meant that most people could supplement their incomes by raising small concentrations of various animals. These included pigeons, doves, ducks, geese, rabbits, goats, and other small mammals. This was one of the last agricultural pursuits to disappear in the post-World War II period and was on a scale and at a scope that was unique to the Hayward area.

7.2 History¹²⁷

The agricultural history of Hayward can be broken down into three overlapping periods. First was the *grain period*. This lasted from 1850 through about the turn of the century. Like much of California, the natural grasses were abundant when people started to turn from mining to farming as a productive means to make a living. These grasses needed little cultivation and were perfect for grazing large herds of cattle. In fact, this was the method used by the Californios and Missions prior to large-scale settlement by European immigrants.

It was soon realized that a greater profit could be made by cultivating the rich soils for the production of commercial grains such as wheat, barley and other grasses. The increasing population meant an increasing demand for these common household staples. The richness of the soil allowed for multiple harvests in a single season and the high market prices made many of these early farmers quite wealthy.

The capability for high yields gradually diminished as the soil nutrients were depleted. Most farmers did not want to leave their fields fallow for the several seasons needed to rest the soil between plantings, so they moved onto other, less intensive crops. However, these crops tended to be more of a long-term investment and generally resulted in consolidation of smaller farms into larger orchards by the more well-to-do farmers.

The orchards and introduction of other crops ushered in the *fruit and vegetable period*. This lasted from the 1860s through World War II and involved all sizes and manner of farms, crops and production techniques. Important figures from this period include William Meek, Henderson Lewelling and the Hunt Brothers, each of who shaped large parts of Hayward through their agricultural pursuits. A wide range of produce was planted during this period, including cherries,

¹²⁷ These periods of agricultural development in Hayward are adapted from information presented in Hall, 115.

apples, plums and other stone fruits, tomatoes, cucumbers, watermelons, berries and other produce that could withstand shipment to the East Coast.

These crops required relatively large plots of land for commercial cultivation. As the population grew and land became more valuable, the “farms” became smaller and were generally referred to as “ranchettes” on promotional literature. These 0.5 to 5 acre parcels were large enough, however for small animal breeding farms. This was the third period, the *poultry period*.

During the Great Depression, it became more common for families to grow their own food and raise their own meat. Hayward residents, already accustomed to an agricultural lifestyle, were able to turn these trends into a regional economic force. Associations and trade groups related to the various animal and bird types were founded or headquartered in Hayward and the area became known worldwide for some of these animal products. This was a short-lived period as the post-World War II boom made real estate more valuable for housing than for farming. In essence the end of World War II also marked the end of Hayward’s agricultural economy.

It should be noted that there were two other, highly influential industries that shaped Hayward during this period from 1852 through (and beyond) World War II: solar salt production and ornamental flowers. The salt production along the bay was one of the first industries to attract businessmen and investors to the largely unoccupied eastern shores of Alameda County. At first the product was crude, but as refinement techniques improved, it became a highly profitable and successful enterprise for many local families. Consolidation of the salt works left only a few large producers by the turn of the century. However, these producers continued to utilize the natural cycles of the ocean and the shallow marshlands of the Mt. Eden area for salt production well into the 20th century.

As for ornamental flowers, this was an industry that thrived in California, and primarily the San Francisco peninsula and Santa Clara Counties, from the 1880s through the 1950s. It was also an industry that was primarily dominated by Japanese immigrants and Japanese-Americans. Large greenhouses stretched across the fields near the Western Pacific tracks west of downtown Hayward as well as south of downtown, closer to Union City. This industry took a great hit in 1942 with the signing of Executive Order 9066. While no specific ethnic group or demographic group was listed, it resulted in the forced evacuation of all persons of Japanese descent (and a very limited number of German and Italian immigrants) from the coastal areas of the United States. When these families were allowed to return, many found their property in ruins, or in the hands of other individuals. Several managed to retain their land and continue production in the post-World War II period, but few managed to attain the successes they enjoyed prior to internment.

7.2.1 Agriculture and Truck Farms

The first Mexican settlers were cattle ranchers, not crop cultivators. The real beginnings of Hayward as an agricultural center stem from the early European settlers that arrived in 1850s and 1860s. Major families from this period include the Mohr and McConaghy families west of what was then Hayward. At this point, grains were the primary crops being grown, and much of the cultivation was between the salt marshes to the west, and downtown to the east. The farms were

rather large, being composed of hundreds of acres, and recent immigrants were hired as farm workers until they earned enough money to purchase their own land.

The first few decades of European settlement were a period of transition between the Mexican cattle ranching models and more traditional European family-style dairy and crop farms. According to a 1914 report reflecting on the history of agriculture in Alameda County:

“In 1854 there were 61,000 acres of land under cultivation in the county, to wit: Barley, 24000; wheat, 20,000; oats, 6000; potatoes, 5000; nursery trees, 1000; vegetables, 2000; beans, 3000. The yield of wheat per acres was 36 bushels. There were in the county 110,000 head of cattle, 60,000 horses; 20,000 sheep; 13,000 hogs; 350 goats.”¹²⁸

This is underscored by a comparison of the 1860, 1870 and 1880 Eden Township Agricultural Census figures. They show that there was a consolidation of farms between 1860 and 1870, representing the trend towards fewer, but larger cultivated tracts. This number increased over 250% between 1870 and 1880 as more people settled in the area and took up farming on the ever-small plots of available land. In total, the number of acres under cultivation increased from 18,720 to 44,505 during this 20-year span.

During this period farm laboring animals such as oxen and mules decreased as crops shifted from grains to smaller plots of vegetables and orchards. Both the number of acres dedicated to wheat and barley, as well as the yield per acres dramatically decreased from 1860 to 1880. At the same time fruit crops increased from less than 20 farmers to over 120 from 1870 to 1880, and the resulting increase in monetary value for such crops from \$7300 to almost \$136,000 in the same period.¹²⁹ All these raw figures support the growing importance and diversity of agricultural crops in the early years of Hayward’s formation.

Grains

Wheat was highly precious during and after the Gold Rush. The rapid influx of people, combined with a relatively small population devoted to grain cultivation and lack of ready transportation from other regions, made wheat a luxury item. The early farmers around Hayward understood the fortunes that could be made by catering to this market demand. The largely virgin land produced several harvests of grain from each season in these early years and the profits realized enticed many men to abandon the gold mines for grain cultivation. The first flour mill in Hayward was constructed in the 1860s near Castro’s Plaza in downtown Hayward. It milled much of the wheat harvest from the surrounding farms in Castro Valley and Mt. Eden during its short-lived period of operation. It’s massive storage warehouse and millworks were destroyed by the 1868 earthquake.¹³⁰ By then, wheat was beginning to wane in profitability and yields, and farmers were making the transition to fruit and vegetable crops.

¹²⁸ Baker.

¹²⁹ All figures taken from the 8,9 and 10th Census of Agriculture, California as presented in Hall, 46.

¹³⁰ *Tribune* (Oakland), December 7, 1919.

Fruit / Vegetables

The areas north and east of downtown Hayward were planted with fruit orchards starting in the 1860s. E.T. Crane was supposedly the first, but William Meek and John Lewelling (and later his son, Eli) became the most successful. Meek's property holdings alone constituted almost a third of present-day Hayward. Much of what is today San Lorenzo and San Leandro once belonged to Lewelling.

William Meek

William Meek was born in 1817 and grew up in both Iowa and Ohio.¹³¹ He made a living in Van Buren County, Iowa working in his father's grain and woolen mills. In 1847, he tragically lost his first wife in childbirth. Later that same year, he joined a wagon train headed for the Oregon Territories.¹³² With him, he carried grafted fruit tree saplings. Many thought he was mad to attempt the transport of such fragile stock across the harsh plains and mountains between Iowa and the Pacific coast. However, his efforts proved to be worth the extra hardship.

Once in Oregon, he joined forces with Henderson Lewelling and opened one of the first nurseries in the Willamette River Valley. Once established, they began to ship fruit and trees to California. As the Gold Rush took hold, these items commanded fabulous prices in the San Francisco Bay region. In 1859, Meek sold his Oregon land holdings and followed his former business partner south to California. Henderson was well established in Fruit Vale by the time Meek relocated to the Hayward area.

Meek began to purchase what remained of the former Soto Ranch in Southern Alameda County. This land was extremely fertile and well-suited to a variety of crops, including both grains and orchard fruits. By 1869, when the Meek Mansion was constructed (Boston Road at Hampton Road), William owned over 3000 acres in what would eventually become Hayward and San Lorenzo. His success drew John Lewelling (Henderson's brother) south as well, where he purchased portions of the Soto and Peralta Ranches north of Meek's holdings in San Lorenzo, San Leandro.¹³³ The draw of the area included the combination of virgin lands, fertile soils and ready access to water and rail shipping depots.

Meek experimented with his crops. By some accounts, Meek first rotated his lands through a cycle of wheat, barley, corn and oats. Other sources talk only about the plum, apricot, peach, cherry, apple and nut trees he planted on his, and neighboring leased lands. Either way, Meek was a well-established orchardist by the time Hayward incorporated in 1876.

¹³¹ "About the Meek Estate," Hayward Area Historical Society.
http://www.haywardareahistory.org/about_us/meek_estate.

¹³² Ibid.

¹³³ Ibid.



Figure 28. Meek Mansion on Hampton Road between Boston and Harvard Road, no date (photo courtesy of the Hayward Area Historical Society).

Meek was a farmer, businessman and pillar of the early Hayward community. In addition to bringing welcomed attention to the developing region, he supported the community as a County Supervisor (four terms starting in 1862), organized Hayward's first agricultural society and served on the first board of trustees of Mills College. His death in 1880 was a great loss to both his family and his community.¹³⁴

After his death, Meek's two sons, William Jr. and Horry, continued in their father's stead. William managed the estate and daily business affairs. Horry served as a president of the Bank of Haywards and was instrumental in brining the electric interurban line to Hayward in the 1890s.

As times began to change, and land development pressures formed, the brothers saw an opportunity in the development of their family lands for residential uses. Beginning in the 1920s, sections of the estate near their homestead were sold for individual residential purposes. By the time the Meek Mansion was sold in the 1940s, almost all of the 3000 acres had been disposed of for development. Today, only the Meek Mansion and the immediately surrounding 10 acres remain.

¹³⁴ Ibid.

Henderson Lewelling

William Meek's Oregon business partner, Henderson Lewelling (and his relatives) were just as influential and instrumental in the agricultural development of Hayward and Southern Alameda County.¹³⁵ Henderson established his nursery in Fruitvale (now part of the City of Oakland) on part of the former Peralta Ranch. This operation stretched along Sausal Creek up to the head of Dimond Canyon in Oakland's Dimond District. (The Lewelling house was eventually sold to Hugh Dimond, the district's namesake.)¹³⁶ One of Henderson's brothers, John, joined planted much of present-day San Lorenzo with cherry trees and other stone fruits.¹³⁷ While local lore suggests that Meek and Lewelling, with help from one of their Chinese workers, developed the Bing cherry, this is not the case. Another Lewelling brother, Seth, developed the Bing Cherry in Oregon around 1875.¹³⁸ In general, John Lewelling's lands became known locally as Cherryland.

Both the Meek and Lewelling families were largely responsible for the establishment of orchards throughout the Bay Area and California through their produce, nurseries and marketing skills. The first shipment of fruit from California was supposedly in 1885 and consisted of cherries from Lewelling's Fruitvale orchards, and Meek's San Lorenzo orchards.¹³⁹

Other

While Meek and Lewelling helped to spur large-scale orchard and fruit production in the area, they were not the first to understand the great versatility of the soils throughout the area. A wide variety of crops, including berries, citrus and exotic fruits and vegetables were being cultivated throughout southern Alameda County at the same time.

Josiah Lusk started his canning operations in Oakland in the 1860s and was one of the first to process raspberries. The Tropical Fruit and Coconut Manufacturing Company, also in Oakland, was founded in 1875 to process local oranges, lemons, mangoes, pineapples, bananas, yams, ginger, plums, tamarinds, paw-paws, and other unusual and exotic fruits.¹⁴⁰ By the early 1880s, sugar beets were a popular crop throughout northern California as businessmen such as Spreckles and his colleagues began to pay top dollar to encourage farmers to grow sugar beets to supply the newly constructed processing plants.

All of this formed the foundation for a strong truck-farming economy. Early on the shipments went by rail or by water, and eventually this changed to rail and truck transportation. As early as

¹³⁵ Various spellings of Lewelling (Lewelling, Llewelling, Llewellyn and Luelling) appear in the historical literature. Some sources claim that Henderson changed the spelling of his name while his siblings, who also settled in the area, did not. This document uses the common spelling associated with Henderson Lewelling and as used on streets bearing his name today.

¹³⁶ Hall, 121.

¹³⁷ There are some discrepancies concerning which Lewelling was Meek's business partner in Alameda County. Henderson was Meek's partner in Oregon but upon relocating to California, it appears that Henderson established his own business and Meek joined forces in some capacity with John Lewelling. Some sources refer to John as Henderson's brother, other as his son. This document presents John as Henderson's brother as this is the relationship supported by resources at the Hayward Area Historical Society. Eli Lewelling was John's son and Henderson's nephew.

¹³⁸ Thomas C. McClintock, "Henderson Luelling, Seth Lewelling and the Birth of the Pacific Coast Fruit Industry," *Oregon Historical Quarterly* 68 (June, 1967): 153-174.

¹³⁹ Ibid, 121.

¹⁴⁰ Ibid, 123.

the 1880s, great quantities of fruits and vegetables were being exported from Hayward to other areas of California and to the east coast. In 1885 alone, over five million pounds of fruit, hay and grains left Hayward train depots. These yields only increased with the success of the Daniel Best Agricultural Works in San Leandro, one of the first tractor and implement manufacturers in the region. Mechanization not only increased time efficiency and productivity, but it allowed farmers to work greater amounts of land with fewer hired workers.

In 1892, Alameda County sent an agricultural exhibit of five railroad cars of cherries, figs, apricots, peaches, pears, almonds, plums, apples, blackberries, raspberries, strawberries, currants, sweet peas, early potatoes, tomatoes, cucumbers, lettuce, onions and carrots to the Chicago World's Fair.¹⁴¹ By 1900, such a variety of produce was starting to wane as the County began to segregate into various production zones – cherries, apricots and grapes. Hayward was firmly in the cherry zone, with its southern areas dipping into the apricot zone.¹⁴²

By 1926, the Hayward cherry crop consisted of over 600 acres bearing over 2500 tons of fruit valued at over \$250,000. Pears covered more area (800 acres) but brought in about \$160,000. By this time the largest orchards were being subdivided for housing and the land was being cultivated for additional vegetable farms. Below is a summary of the state of agriculture in Hayward as of 1926.¹⁴³

| Fruit | Acres Planted | Total Yield (tons) | Value (1926 dollars) | How Processed |
|-----------|---------------|--------------------|----------------------|--|
| Apricots | 5000 | 12,000 | | Mostly canned |
| Cherries | 600 | 2500 | \$250,000 | Canned and shipped fresh to east coast |
| Pears | 800 | | \$160,000 | Mostly canned |
| Cucumbers | | | \$162,000 | Pickled |
| Tomatoes | 1500 | | \$265,000 | Locally canned |

Other crops of note included rhubarb, cauliflower, fava beans, and peas. Together these amounted to approximately 2500 acres and generated nearly \$500,000 of income for the local farmers. In 1926, Hayward boasted of the largest pickle-works west of Chicago, was known for growing more rhubarb than any other comparably sized area in the world and was the largest pea-growing community in California.¹⁴⁴

7.2.2 *Salt*

The Southern San Francisco Bay naturally represented the ideal conditions for the production of solar salt. Here the brackish bay waters flooded shallow basins after very high tides. The rapid evaporation rates caused by the warm summer in the area allowed for generally quick crystallization of the sea salt. The prevailing winds continually pushed small amounts of water back into the shallow basins, creating a regular replenishing of the necessary salt water. And finally, the shallow lands along the south bay and relative lack of fresh water to serve as a

¹⁴¹ Ibid, 132.

¹⁴² Ibid, 134.

¹⁴³ Hall, *Tribune* (Oakland), 1926 yearbook.

¹⁴⁴ *Tribune* (Oakland), 1926 yearbook.

diluting force, created higher than normal concentrations of salt in the bay water. These conditions - high salt concentration, advantageous prevailing winds and rapid evaporation rate – made the area ripe for eventual commercial production of solar evaporated salt.

The history of solar salt production in the Hayward area dates back to the native population. It was here that they would gather the white crystals left behind in shallow basins following very high tides. When the Mission at San Jose was established, greater salt harvesting was undertaken and it was shipped to the other missions for preparation of hides, preserving food as well as for use as a general seasoning agent.

As demand for everything increased in the wake of the Gold Rush, salt was in particular demand. It was used as part of the chemical processing of mineral ores at the mines, needed for the preservation of animal hides on the ranches, and used for preserving salmon in the rapidly expanding Alaska and British Columbia salmon fishing grounds (many of who's crews were based on San Francisco Bay.)¹⁴⁵

Marjorie Dobkins and Robert Bruce Anderson developed a very detailed history of the salt industry in Hayward as part of the Highway 92 toll plaza widening project. The following is quoted directly from the 1994 Historical Resource Evaluation Report resulting from this project.

“Commercial production of salt in California dates from 1853, when John Johnson built the state’s first artificial salt ponds...in a site north of the present eastern approach of the San Mateo Bridge. The county’s salt industry grew rapidly after 1854, capitalizing on nearly ideal conditions for solar salt production in the San Francisco Bay salt marshes – a mild climate with high net evaporation and absence of rain for long periods of the year; large flat areas of land at sea level, with impervious dense clay soil suitable for the construction of water tight evaporating ponds; a steady northwest wind to speed evaporation and power windmills for water pumps; and proximity to markets in urban areas. Ready access to markets, and minimal transportation and freight charges, made it possible to provide low-cost salt to the industrial customers who purchased most of the solar salt.

“These ideal conditions rendered California, and Alameda County in particular, ‘one of the few places in the world where the solar salt industry has been perfected and modernized.’ Although the extraction of salt from seawater is an ancient method of production, most of the world’s salt is derived from more ‘practical’ sources of high grade salt – rock salt or artificial brine.

“In the late 19th and early 20th centuries San Francisco Bay salt was marketed both as table salt and industrial salt. Industrial uses included the metal industry, processing of hides and leather, canneries, paper makers, explosives manufacturers, ice making, refrigeration for rail transport of fruits and vegetables, baking soda, laundry soap, soft drinks, and hat making. By the late 1950s nearly

¹⁴⁵ *Mt. Eden: Cradle of the Salt Industry in California*, 151.

half the state production was sold as crude salt in bulk to chlorine-caustic manufacturers. Smaller amounts of California salt were sold for use in water treatment, refrigeration, and livestock ranching. Salt was also sold in small quantities for use in hide and leather processing, soap manufacture, and food preparation. Only 2.7% of state salt production was sold as table salt.

“From 1853 through 1900 most of the San Francisco Bay salt companies were small, family enterprises, operated with manual labor and little capital investment. A trend toward consolidation of solar salt companies began in 1900. Almost all of the nineteenth century operations were gradually incorporated into a few large salt companies that introduced new industry standards of capital-intensive mechanization and productivity. This consolidation reached a stunning conclusion in 1936 with the dominance of a single, giant corporation – Leslie Salt Co. In 1978 Leslie Salt Co. became a wholly owned subsidiary of Cargill, Inc. of Minneapolis. Oliver Bros. Salt Co. was the last of the small family salt companies in California. When Oliver Bros. closed in 1982 Cargill became the only active salt producer in the Bay Area.”

John Johnson began commercial salt production in 1853 in the Mt. Eden area of Hayward. His first year of production yielded approximately 25 tons and brought in \$1250. The shipment was sent by schooner to San Francisco from his wharf at Johnson’s Landing. Word of his profits spread and he was soon joined by others looking to capitalize on the marshlands south of Alameda Island. By 1868, various salt works extended from San Leandro Creek to Centerville (present-day North Hayward to Fremont) along a stretch of approximately 15 miles of bay shoreline. The area supported 17 different companies that collectively produced about 17,000 tons of salt a year and employed over 100 workers.¹⁴⁶ Generally, Swedish farmers dominated the early industry and while the product was crude, it commanded high market prices.¹⁴⁷ As the salt industry matured, production quality improved and the nationalities of salt farmers diversified. By 1878, the largest producer was Union Pacific Salt Company, founded by the John Barton and his brother in 1868, and the second largest producer was Crystal Salt Works, founded by J.A. Plummer and his two sons.¹⁴⁸ Both were in Washington Township, just south of Hayward. In Eden Township, the largest producer was Diedrich Pestdorf near Russell City.¹⁴⁹

Relatively small individual producers were the norm up through 1900. Operations were typically family run or were single-operator enterprises that were sold upon the proprietor’s death. This began to change as industrial production techniques became more necessary at the close of the century. Three salt companies were founded at this time – California Salt Company (1901), the Leslie Salt Refining Company (1901), and the Continental Salt & Chemical Co. (1900).

¹⁴⁶ Thompson & West, 17.

¹⁴⁷ M.W. Wood, 37-38.

¹⁴⁸ Thompson & West, 17-18; Sandoval, *Mt. Eden*, 30-33.

¹⁴⁹ Thompson & West, 18.

Eventually all three would consolidate the smaller producers in the area, then merge into a single entity, the Leslie Salt Company, in 1936.¹⁵⁰

Only one 19th century salt production company remained independent through the period of consolidation between 1900 and World War II – the American Salt Company. This entity was started in 1865 by Patrizio Marsicano at the end of Depot Road in Mt. Eden. Over the course of the next 100 years, three generations of the Marsicano family built up one of the largest and the longest-lived salt production company in the area. It should be noted that they were not in continuous operation during this span. The plant lay idle from 1928 to 1938. In 1938, the family constructed a new plant near the Oliver Bros. Salt Company (established 1937). They ran operations at this plant until the late 1960s.

Oliver Family

The Oliver Bros. Salt Company was the last “small family salt company in California” when it closed in 1978.¹⁵¹ They operated from 1937 through 1982 when full production ceased. This was not the first involvement of the Oliver family in salt production, however. Andrew Oliver established the Oliver Salt Company near today’s San Mateo Bridge, in 1872. This company operated until 1931 when it was purchased by the Leslie Salt Company during the period of consolidation.¹⁵² Andrew’s grandsons, brothers Alden and Adolph Oliver, Jr. then founded the Oliver Brothers Salt Company in 1937 on land just north of their grandfather’s plant.¹⁵³ Toward the end of the company’s history, a fourth generation Oliver, Adolph III, left his job as a geology professor to manage the family business after the deaths of his father and uncle.



Figure 29. Oliver Salt Works c.1900 (photo courtesy of the Hayward Area Historical Society).

¹⁵⁰ Marjorie Dobkins, “Historic Resource Evaluation Report: Oliver Brothers Salt Company, Alameda County, California,” In *Historic Property Survey Report, Appendix C* (Oakland, California: Caltrans Office of Environmental Planning, South, 1995), 10.

¹⁵¹ *Ibid.*, 5.

¹⁵² *Ibid.*, 19.

¹⁵³ *Ibid.*

During the first Oliver family salt business, Andrew's son, Adolph Oliver, constructed a prairie style residence on Hesperian Boulevard (near Tennyson Road), south of the Mohr property. This was an unusual style of home for the area and displayed some of the eclectic design preferences of its owner and occupant. The 1918 residence became known as the Eden Mansion and later as the Oliver home. It supposedly uses Eucalyptus paneling milled from trees taken from Adolph's father-in-law's home, the Edward Eichler property, nearby. Today its is owned by the Hayward Area Recreation and Park District as part of Mt. Eden Park and operated as a rental facility for small community events and gatherings.

7.2.3 Food Processing

With the plethora of agricultural products grown in and around Hayward, it is not surprising that the City once had some of the largest food processing plants in the United States. Canning was the primary method of processing, although pickling, vinegar distillation and cold storage facilities were also present.

Hunt Brothers Canning Company

The history of commercial food processing in Hayward is centered around the Hunt Brothers Canning Company.¹⁵⁴ Will and Joseph Hunt began working in the fruit shipping and packing industry in 1886 when they started shipping grapes from their home in Santa Rosa. In 1888 they built a small canning operation on their father's farm to establish business. To this, they added a fruit dryer on land purchased in Santa Rosa in 1890. In that same year, they incorporated as Hunt Brothers Fruit Packing Company.

Within five years of operation, they had outgrown their Santa Rosa locations and began the search for a location to construct a modern canning and processing plant. Long-time residents, ardent local supporters, and Bank of Haywards president and vice-president I.B. Parsons and Horry Meek made the Hunt brothers a deal they could not refuse. Meek offered to donate 12 acres along the Southern Pacific Railroad tracks to the west of town, and Parsons guaranteed them a loan for construction. They built their cannery in Hayward in 1896 on the site of the former Haywards Fruit Association at B Street near the Southern Pacific Railroad station. A spur track provided direct access to the plant. Unfortunately Will Hunt died in December of 1896. After this, Joseph became the sole owner.

After only a few years of production, it employed over 1000 workers during the peak canning period in September. In 1901, a large fire that destroyed the entire processing facility marred this initial success. Reconstruction began immediately and a new state-of-the-art canning and processing operation rose from the ashes. By 1903, over 100 small workers' cottages had been added to the site as well as a cafeteria and kitchen for the workers.

In 1917, Joseph sold the company to a group of investors and retired to his home on Lake Merritt in Oakland. The new management staff had big ideas for the future of the plant. By the mid-1920s they had constructed a new 2-acre warehouse and had updated the plant as necessary to maintain or improve efficiency.

¹⁵⁴ All information on the canneries in Hayward is adapted from Hall, 142-173, unless otherwise noted.



Figure 30. Original Hunt Brothers Plant, 1899 (photo courtesy of the Hayward Area Historical Society).

An account from the time details the wide range of fruits and vegetables being processed in nearly year-round operations. Starting in March, spinach was brought in for canning. This generally took about five weeks and employed over 450 men and women. After this, cherries followed by apricots came in, occupying 500-700 people for the next month or two. By July, the pace quickened and a staff of over 1000 was employed to prepare and process peaches (June to July), grapes (July – November) and plums in August. Then came tomatoes. This crop peaked in August and September and took until November to fully process. The season generally ended with any pears that had not yet been processed.

The entire operation consisted of the packing facility as well as kitchens for preparing the raw food, a labeling and shipping facility. For the staff, there was an on-site hospital and clinic for them and their families, as well as limited family worker's housing just east of the actual plant.

In 1943, Hunt Brothers merged with Val Vita Food Products in Fullerton and the combined company assumed the name Hunt Foods, Inc. At this time, the Norton Simon run company adopted the Hunt Brothers name for the combined company. Three years later, in 1946, they merged again with California Home Brand on the other side of the railroad tracks.



Figure 31. Hunt's cannery workers, c.1920 (photo courtesy of the Hayward Area Historical Society).

California Home Brand began as the California Conserving Company, another of Hayward's long-time industrial leaders (see below.) Growth under Simon's management continued in 1948 when a can manufacturing plant was constructed to provide a consistent quality can product to the food production portion of the company. It eventually became United Can Company and was operated as a subsidiary of Hunt's parent company, Norton Simon, Inc. At the same time, a glass bottle manufacturing facility was constructed to produce glass vessels for Hunt's but also to serve the growing local demand for beer, wine, soft drink and other commercial glass containers. Of course, with all this increase in manufacturing, larger warehouses were needed. Two were constructed in 1949 and 1952 respectively.

Part of the need for increased warehouse space was also due to demographic and geographic changes occurring in the post-World War II period. At this time, spurred by the provisions of the G.I. Bill, large numbers of former servicemen and women were settling in the Hayward area. Agricultural land was being developed for residential and commercial purposes, forcing the entire canning industry to truck in produce from further afield. This required increased storage capacity to hold the produce until it could be processed. This also necessitated construction of cold storage nearby, which Hunt's completed in 1949 on a former neighboring truck company parcel.

Further efforts to reduce costs came in 1968 when a lithography shop was opened in the canning facility to allow it to print its own labels. This made Hayward's Hunts plant practically self-contained, with vessel manufacturing, food processing, product labeling and shipping all handled

essentially under a single roof. Unfortunately, in 1968, at the height of this period of growth, fire struck yet again, destroying three of the large warehouses. Luckily, it left the bulk of the operations structures unharmed.

By 1974, the Hayward plant was part of an international corporate conglomerate that included Wesson Oil and Max Factor makeup, among other companies. This parent company was still headquartered in Fullerton, where Norton Simon, Inc. was started as Val Vita Food Products. Even though the Hayward facility was one of the oldest in the entire corporate holdings, it remained the largest and was a major factor in cannery operations in California. A report from 1974 describes the facility as covering over 90 acres along the Southern Pacific Railroad tracks, containing 1.75 million square feet of covered industrial space and being serviced by both direct truck and rail access. “This grandfather of the company’s processing plants is today [1974] not only the largest member of the company’s food-processing family but the largest fruit and vegetable-canning facility in the world, capable of handling 13 million pounds of tomatoes and 2 million pounds of peaches in a day.”¹⁵⁵ It employed 3500 people during peak canning season, almost all of them local residents.

In spite of the optimism of this company report in 1974, only four years later, the Hunt Brothers plant in Hayward ceased operations. The company found it unprofitable to continue trucking produce to this site when it had operations closer to the fields in the Central Valley and elsewhere in the shifting agricultural centers of California. The various parts of the operation continued operation as they were sold off, including Glass Containers Company, which was sold to Chattanooga Glass Company in 1983. Today, all that is left of this once dominant economic force is a water tower. The rest of the site is currently under development as parkland, commercial and residential space.

California Conserving Company

Hunt Brother’s local rival was the California Conserving Company. It was founded in 1860 in San Francisco and moved to Hayward in 1900. By 1925, it claimed to be the largest pickle and tomato product company “in a single unit” in the United States. Although considerably smaller than Hunt Brothers, this company still employed over 300 men and women during its peak season. While competition was steep for some produce, like tomatoes, California Conserving Company had a local stronghold on the cucumber market, purchasing virtually all the available local crop.

It operated year-round producing catsup, chili sauce, tomato paste and other tomato-based products, as well as a wide variety of pickles, wine vinegar, white vinegar, cider vinegar, mustard, sauerkraut and Worcestershire sauce. These were sold to local markets as well as shipped to the East Coast. An account from 1925 claims that over 50% of its product was shipped east and the rest was distributed throughout the west coast. An estimate of production at the time recounts: 1 million gallons of pickles processed; 1 million gallons of catsup; 1.5 million gallons of the various vinegars; 60,000 gallons mustard; 50,000 gallons of sauerkraut; and 5,000 gallons of Worcestershire sauce. It merged with Hunt Brothers in 1946.

¹⁵⁵ Ibid, 146,

7.2.4 *Livestock, Poultry and Small Game*

By the 1920s, Hayward had developed into a well-known agricultural center, primarily for its orchards and wide variety of produce. However, Hayward was equally well known, in certain circles, for its livestock, poultry and small game. These ranged from the typical chickens and goats to less familiar meat sources such as squab and rabbits. A 1928 retrospective article in the Oakland Tribune, chronicles the state of the industry during 1927.¹⁵⁶

In 1927, Hayward was noted as a world-wide pigeon center, housing the “the largest pigeon loft in the world.” The Western Squab Breeders Association had its headquarters in Hayward and was responsible for shipping more than 100 tons of squab meat to the East Coast and Midwest regions, as well as over 5,000 birds to Japan.

Rabbits had long been kept not as family pets, but as sources of food and income. In Hayward, it was popular for many families to maintain a hutch for commercial gain. Along with this, there were several large-scale rabbit farms that sold meat and processed skins for the fur trade, including the largest rabbit fur farm in Northern California. Most of the local breeders belonged to the Pacific Rabbit Breeders’ Association, which maintained an office in Hayward.

In terms of poultry production, generally Castro Valley and Petaluma are historically noted as the centers of activity. However in the 1920s, Hayward was also a major player in the poultry markets, claiming to be second in size only to Petaluma. Whether true or not, the years between 1923 and 1926 represented a 100% flock growth in Hayward, indicating that the market was indeed strong and growing in the agricultural areas around downtown.

7.2.5 *Other*

*Ornamental Flowers/Nurseries*¹⁵⁷

The nursery business in Hayward has been traditionally dominated by Japanese and Japanese-American families. The first commercial flower growers in Northern California were E.W. McLelland in San Mateo and Kanetaro and Takanoshin Domoto (Domoto Brothers Nursery) in the East Bay. Both were established in the late 19th century. Kanetaro’s son, Toichi established his own nursery operations in Hayward in 1927. At that time, he joined Zensura Shibata, whose Mt. Eden nursery was established in 1916. Both were early pioneers for the flower industry and both had strong roots in Hayward. Also in the area was the Fujii Nursery at the corner of Orchard Avenue and Soto Road. Established in 1920, the Fujii family specialized in carnations. Together, these three families formed the heart of the long-time Japanese nursery business in the Hayward area.

The oldest of the Japanese nurseries in Alameda County was the Domoto Brothers Nursery. It was started in East Oakland, near 55th Avenue and East 14th Street in the mid-1880s as a flower

¹⁵⁶ *Tribune* (Oakland), 1928 yearbook.

¹⁵⁷ All the information in this section is taken from materials in the HAHS archives. Two documents of particular value were: Michael Corbett, *Historical and Architectural Assessment of the Kuramoto Nursery, (Kent Gardens Project), 16438 and 16450 Kent Avenue, Ashland, Alameda County, California*, March 15, 2004 and Yo Kasai, *Eden Japanese Community History*, unpublished, 1987.

and ornamental plant import business. It served both the prominent families of the area (Sutro, Chabot, etc.) as well as other nurseries throughout the state. At the time, most of the stock was imported from Japan, but other sources were used as tastes in plants changed. Around 1910, the nursery was moved further south to 79th Avenue and greatly expanded. While not located in Hayward, it was a highly influential business during the first part of the 20th century and served as a training ground for many recent Japanese immigrants interested in commercial flower cultivation.

Soon, after the large shipments for the 1915 Panama-Pacific International Exposition were completed, restrictions were placed on importing foreign plants in general. This was further heightened by increasing tensions in Europe and Asia. The order was referred to as Quarantine 37. This only served to increase the greenhouse-grown domestic flower trade and prompted Zenjuro Shibata to move from cut flowers into the nursery business. He established Mt. Eden Nursery Company in Hayward in 1918 to grow carnations.¹⁵⁸



Figure 32. Domoto Family, no date (photo courtesy of the Hayward Area Historical Society).

Even though the business was booming, most Nisei (second generation) did not want to enter the nursery business. Most wanted to enter more professional fields that built upon the advanced educations they had received. Unfortunately, discrimination was widely practiced and their employment options were limited. As a result, many highly educated individuals returned to their family businesses and began to change the scope of the nursery business.

In 1927, Toichi Domoto started his own nursery in Hayward at a time when his father's business in Oakland was suffering from development pressures and financial instability. Domoto Brothers

¹⁵⁸ *About Us*, Mt. Eden Floral Company, http://www.mteden.com/about_us.aspx

closed the doors on its Oakland operation in 1930. Around the same time (1926) Shibata's Mt. Eden Nursery shifted from carnations to roses.

Hayward was seen as an ideal location because of the quality of the soil, the availability of fresh water and proximity to rail lines for shipping. It also was much more affordable than lands closer to Oakland and was not yet under the development pressures stemming from industrialization and residential development.

Unfortunately, the growing business strength of the Japanese nurseries was greatly disrupted by Executive Order 9066, which required all persons of Japanese descent to report to collection centers for eventual internment at camps well inland in California, Arizona and Nevada. The better-established businesses, like the ones presented above, were able to work with friendly bankers and friends to set-up caretaker situations for their nurseries. Those who rented or were laborers at such establishments often lost everything.

After internment the nurseries were in poor shape, but the largest businesses were able to recover. They were spurred on by an increase in demand for fresh flowers and landscaping as well as advances in shipping techniques that allowed them to access markets much further afield. Air transport, improvements in rail and truck refrigeration, and a growing middle class with disposable income brought about an expansion in the nursery industry through the 1950s and 1960s.

One other business innovation in the Hayward area was the establishment of the "rose pool." The second generation Shibata family members joined with their neighboring rose growers, including the Kuramoto family, to form a selling co-op. Under this effort, the nurseries combined their rose crops under the Mt. Eden brand and sold them as a large, single supplier. In fact, they were the largest rose supplier in the United States during this period.

In the 1960s, as land development pressures increase dramatically in the Hayward area, most of the nurseries began to look to the Salinas area to expand their facilities. By the 1970s, most had moved their primary offices and operations south where land was less expensive and the distribution network more extensive. During the 1980s and 1990s, as the flower market began to plateau, these nurseries each took different tracks. Since they were all still family-run businesses, the interests of the third generation began to shape the future of the companies. Some families moved operations entirely to Salinas and closed their Hayward nurseries. Others, like the Shibata family split the company into its different interests and each became the domain of different family members. It operates today in the Monterey area primarily as a potted plant grower. Domoto's nursery closed in the early 1990s and the land has been redeveloped for residential purposes.

Market Hunting

One of the earliest industries in the Hayward area was the establishment of market hunting camps in the marshes during the East Bay coast in the late 1850s and 1860s. Groups of hunters would set up semi-permanent lodging for the fall and winter seasons and hunt the plentiful wild fowl and game in the area. The meats and pelts were then sold at market. As the practice gained in popularity, some of the earlier hunters sought legal claims on what they believed to be public

land. This practice was legal in California at the time, however, many of the claims were not public land, but were parts of Mexican land grants that had yet to be verified by the United States courts. Those who successfully filed claims, or purchased land from the legal titleholders, then built wharfs and warehouses to establish shipping points along the coast. These were the early landings in the Mt. Eden and Russell City areas. (Please see Chapter 5 for further discussion of the landings and their development.)

Oyster Farming

One other agricultural industry that had a brief period of renown in the Hayward area was oyster farming. During the last quarter of the 19th century, as many of the landings were being abandoned for the railroads and the salt industry was starting to occupy the south county shoreline, several Mt. Eden farmers with shoreline property started oyster farms. At the time, oysters were commanding tremendous prices at the market and the shore lands not suitable for salt production, proved to be excellent for oyster cultivation.

Oyster farming proved to be so profitable that gangs of “oyster pirates” routinely raided beds just before harvest time. Farmers were forced to hire armed guards to watch the fields and to oversee the harvesting. Bitter rivalries ensued and lawsuits over property claims were not uncommon. One such claim was a large part of the financial ruin of Captain Roberts in 1904.

7.3 Summary

Agriculture was the primary shaper of the early Hayward area economy. The types of crops that were cultivated, and the time periods of their popularity, directly reflected broader trends throughout California. As production became more important around the turn of the century, Hayward became a primary regional center for canning and related industries. This was the result of earlier efforts that made Hayward a transportation hub for rail and water transport, as well as the quality of the land in the surrounding valleys and coastal plains. In this way, Hayward is more closely aligned with the early development of San Jose and the Santa Clara County towns than it is with the rest of Alameda County, making it a unique economic dividing point within the East Bay.

Important Names and Sites

- Mohr family
- Meek family
- Lewelling family
- Oliver family
- Marsicano family
- Hunt Brothers Cannery
- California Conservation Company
- Domoto family
- Shibata family
- Kuramoto family

7.4 Property Types

The area discussed in this context statement differs somewhat from the boundaries defined for the related historical resources survey. This has been done to provide a more complete picture of the development history of the area and to show the tremendous growth of Hayward over the course of its 150+ year history. As such, the representative properties discussed below may or may not be located within the actual survey bounds.

Possible property types and/or sites associated with this context might include:

- Salt production sites – evaporation beds, buildings, equipment remnants, etc.
- Orchards, especially pre-1960 plantings
- Canneries and assorted buildings – water towers, workers housing, warehouses, cold storage facilities, can manufacturing plants, etc.
- Farmland and homesteads
- Greenhouses and nurseries

7.5 Representative Properties

Most physical evidence of Hayward's dynamic agricultural past has been eliminated by modern development, however some remnants still remain that connect the community with this important part of its history. The Mohr, Meek and Oliver family estates remain standing as community and county landmarks though the large-scale industrial and agricultural sites that fed these families' fortunes have largely disappeared. On a smaller scale, evidence of the community's agricultural roots can be seen in remnant features such as modest residential properties accompanied by water towers, windmills and other site features on individual lots throughout the larger Hayward area. Such remnants have historical value as reminders of the agricultural history of the area and are iconic enough to be symbols of this history.

Salt Production



Address: Oliver Salt Works site (North and south of Hwy 92, near the bay shore) with remnant buildings and site features

Year Built: Above warehouse building constructed in the late 1930s/additions c.1950

Style: Utilitarian/Agricultural

Designations: Buildings (and industrial landscape features) found potentially eligible for CA/Local listing



Address: 199 C Street – Hunts Brothers water tower. This water tower is all that remains of the Hunt Brothers Cannery.

Year Built: Unknown

Style: Utilitarian/Agricultural

Designations: Local resource



Address: 1154 C Street – note windmill in back yard

Year Built: c.1910

Style: Modest Neoclassical Rowhouse style residence

Designations: none

Chapter 8

Historic Context 5: Commercial Development

8.0 Historic Context 5: Commercial Development

8.1 Overview

The marshes along the bay between San Lorenzo Creek and Alameda Creek were some of the richest waterfowl grounds along San Francisco Bay. A typical practice was to camp for several days in a single location, shoot as much fowl as could be transported, and bring it to markets in San Francisco or Oakland. After the hardships of the mining towns, this “market hunting” was relatively easy money. Some hunters established permanent camps, either legally on land purchased from the grant holders or illegally as squatters on private or publicly held parcels. These permanent camps eventually became the early landings along the bay.

The landings were the early commercial heart of the region, however, they were soon augmented by a series of small settlements that served as the social and cultural centers of the growing population. Services for the citizens such as blacksmiths, wagon makers, banks, post offices, shipping agents and the like eventually followed. The Hayward area served not only as a transportation hub but also as a destination unto itself with an early reputation for recreation and hospitality. This chapter explores these commercial enterprises and looks at their contributions to the community in Hayward and to the smaller, outlying communities.

8.2 History

Lodging establishments were an important part of the early growth and promotion of Hayward. When William Hayward arrived, the area was largely unsettled and used for cattle grazing. He recognized the value of the location – near water, at the crossroads of two major overland regional trails, pleasant weather, etc. – and had the insight to see the eventual need for a trading outpost. Given the long rides from the nearest settlements of Livermore to the east, San Jose to the south and Oakland to the north, he also foresaw the value of providing lodging.

At first, these lodgings were little more than tents. Travelers tended to be male and highly accustomed to sleeping in the open without the benefit of shelter of any kind. A tent was a step up in amenities on these long overland journeys. After brief period of tents, and a growing number of local settlements, Hayward constructed a proper building. This encouraged a much wider array of patrons and firmly established Hayward’s as first-class sort of establishment. It became a regular stop for stage coaches, and served as a regional hub of social, economic and political life.

When the rail lines connected Hayward to the rest of the country in the late 1860s, more hotels and entertainment venues sprang up to serve the growing number of travelers. Some came from across the country. Others came from San Francisco or Oakland, looking for a “country” experience. They were catered to by proprietors of picnic grounds with dancing pavilions, promoters of the local springs for healing and relaxation, and more urbane amusements such as circuses and traveling performers coming west on the newly completed Transcontinental Railroad. The combination gave the city of Haywards a reputation as a resort town in the late 19th century.

Along with the increase in visitors, there was a steady increase in settlement. This included town settlers as well as farmers in the outlying agricultural lands and towns. Other businesses developed to serve these permanent residents and a more fully formed and sufficient town was born. Blacksmiths, grocers, teachers, livery stables and other typical local businesses populated the downtown area. With them came banks, newspapers and other essential aspects of a successful town.

The following chronicles the development of some of these early businesses and enterprises. While many of the businesses no longer exist, some have left behind buildings that have gone on to function for several more generations of entrepreneurial citizens and can still be seen in downtown Hayward today. It is important to note that while most have undergone some form of façade alteration over the years, as is the general custom, many of these alterations have historical merit themselves and display the changing tastes and trends of a variety of eras and popular styles.

8.2.1 Hotels and Recreation

Hayward's Hotel

Hayward's Hotel had a humble beginning as a series of tents spread out along what would become A Street near present-day Main Street. This was shortly after he arrived in 1852. By the end of the year, business was good enough to justify construction of a proper hotel building on the site.¹⁵⁹ Here Hayward operated a lively hotel, restaurant, trading post, post office and stage coach stop.

As the town grew and the railroads brought faster and more reliable transportation to the area, Hayward expanded his hotel accordingly. An annex was constructed in 1878 across the street. In total, at its peak in the 1880s, it had over 100 rooms spread across several buildings including the main hotel and a series of cottages that occupied what is today Prospect Hill. Even after Hayward's death in 1891, the hotel prospered under the direction of his second wife, Rachel. She was known for her hospitality and for appropriating the rooms with furniture and finishes of the latest style. This gave the Hayward Hotel a reputation for quality service and high-class appointments that made it a favorite for the more affluent crowds being drawn for various recreational opportunities.

Hayward's resort-town image remained strong through the end of the 19th century, but as the 20th century progressed, the rural town was losing its resort appeal. People began to look elsewhere for their summer vacations and in general, Hayward began to settle into a more firmly agricultural economy. The hotels, including Hayward's began to decline. This was only speeded with the passing of Rachel Hayward in 1917. In 1923, the main hotel burned to the ground.¹⁶⁰ Part of the annex was converted to apartments.¹⁶¹ Sometime after 1950, all the remaining buildings were removed. Today the site is occupied by modern commercial buildings and parking lots.

¹⁵⁹ M.W. Wood, 897.

¹⁶⁰ *A Brief History of Hayward* (Hayward, California: Hayward Area Historical Society).

¹⁶¹ Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California, 1950*.

Oakes' Hotel

Tony Oakes was a colorful figure in Hayward's history. Born in Boston, Massachusetts in 1829, Oakes joined the Army at the age of 17 to fight in the Mexican War. While serving, he was under General Persifor Smith, who brought Oakes to San Francisco Bay in 1849. After a stint in the gold fields, Oakes returned to San Francisco where he took over management of an establishment called "The Elephant House." The timing of his return to San Francisco is suspect, because some sources have him there, while others have him firmly entrenched in life in Sonoma, where he managed the Union Hotel. It appears that he was more firmly placed in Sonoma as he supposedly served as mayor of Sonoma during this period (1857-1858) and met and married his wife, Pauline Kenny, in 1857. Regardless, his success as a businessman and entertainer allowed him to save enough money to purchase the Union Hotel in 1859.¹⁶²

Around 1861, Oakes sold the Union Hotel and moved south to San Francisco and San Mateo where he managed several resorts, including, reportedly, a resort partnership with William Ralston near his Belmont estate. Looking for his own hotel, Oakes moved his family (now including four children) to Hayward in 1863 as the area was developing its reputation for recreational pursuits.¹⁶³



Figure 33. Oakes Hotel, c.1880 (photo courtesy of the Hayward Area Historical Society).

Shortly after his arrival, Oakes took ownership of an existing hotel at Castro and Calhoun Streets (Mission Boulevard and B Street), and renamed it the Oakes Hotel. It became the primary competitor to Hayward's Hotel. While not as large, after 1870 the Oakes hotel had the added benefit of serving as the winter home of traveling circus troops. Guests could see the animals that were housed in the hotel's livery near-by, and enjoy nightly performances by the traveling

¹⁶² Hayward Area Historical Society subject files.

¹⁶³ Randall, 40.

entertainers. Oakes himself was well-known for his musical talents and was a popular entertainer in his own right.

By 1893, the Oakes Hotel was renamed Shaw's Hotel. By 1896, the name was changed again to the Villa Hotel. In 1899, the hotel was sold at auction and continued to be operated by its new owner as the Villa Hotel until around 1928.¹⁶⁴ By 1950, the building remained but no named hotel or lodging house was associated with the address.¹⁶⁵ Today, the site is part of a parking lot for the Lucky grocery store chain.

Tony Oakes passed away in 1903, leaving his wife and four sons. The eldest son, George, became the owner and editor of the *Hayward Journal*. His descendants continue to have connections to the area today.

Other Hotels

There have been several other, long-standing and well-known hotels in Hayward's history. Contemporary with Hayward's and Oakes' hotels were the Central Hotel (A Street at Mission Boulevard, across from Hayward's Hotel) and the American Hotel (Main Street between A and B Streets). Both appear on Hayward's first Sanborn map in 1888. By 1893, the Eden Hotel had been constructed also across the street from Hayward's Hotel on Castro Street. All remained in some iteration up through 1923. By 1950, the American was used as retail shops and the Occidental (formerly Eden) Hotel and the Central Hotel, had been demolished. By 1950, only the American, the Villa and part of the Hayward Annex remained in what once was the hotel district for Hayward.



Figure 34. Green Shutter, c.1920s (photo courtesy of the Hayward Area Historical Society).

Around the time that the older hotels were in decline, the Eggert brothers constructed a new hotel on the site of their family's former blacksmith shop. The Green Shutter Hotel was built at an expense of over \$100,000 in 1926.¹⁶⁶ The hotel actually began life as a retail building constructed

¹⁶⁴ *Tribune* (Oakland), December 29, 1899.

¹⁶⁵ Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California 1888-1950*.

¹⁶⁶ *Tribune* (Oakland), 1926 yearbook.

in 1918. The two-story building housed a series of offices on the second floor. In 1926 the building was added to and completely remodeled to become the Green Shutter Hotel.

Today it operates with retail on the first floor and as a residential hotel on the second floor. There is a small internal courtyard above the first floor retail spaces and portions of the original blacksmith shop can still be seen in brick walls and one entryway.¹⁶⁷ It was listed on the National Register of Historic Places in 2004.

8.2.2 Entertainment

Hayward gained a reputation as a resort town in the late 19th century. The presence of first-rate hotels, connections to regional railways and strong promotion of the area's springs, canyons and moderate climate advanced Hayward's standing as a recreation destination. In an era when fresh air and time in the country were seen as health remedies for a number of ailments, Hayward was a perfect fit for the ideal Victorian vacation location. As such, several businesses developed to serve the entertainment and recreation seeking crowds.

Ward Creek Canyon was promoted as a picnic ground and entertainment venue by the Oakland-San Leandro and Haywards Electric Railway. This was done to encourage people from Oakland and Alameda to ride to line terminus, which just happened to be adjacent to the Canyon. The promoters constructed a dance pavilion and picnic grounds and a series of trails developed up through the canyon for those who were so inclined.



Figure 35. Hayward Plunge, c. 1940 (photo courtesy of the Hayward Area Historical Society).

The area became Hayward's first public park and was named Memorial Park. It served as a popular destination even after the interurban ceased to serve the area in the early 1930s. Its continued popularity was the result of the construction of the Hayward Plunge in 1936 by the WPA.¹⁶⁸

¹⁶⁷ *Tribune* (Oakland), 20 August 2007.

¹⁶⁸ Hayward City Council, *Mission-Foothills Neighborhood Plan*, (March 17, 1992): no Resolution number indicated.

On the other side of Hayward, very early on, Captain Richard Benson began to develop an artesian well on his property at Horner's Landing. This was around 1851. The well was in the middle of a natural shallow depression, which he filled to create a freshwater pond several hundred feet across and up to 10 feet deep in some places. It became a favorite picnic ground for local residents. The enterprise was purchased in 1896 by the Oakland Water Company to augment the local water supply.¹⁶⁹

8.2.3 Banks

The health of the banking industry in any area is a measure of the stability and vitality of the community. Often the banks' executives also served as leaders of the town, giving them the influence and power to draw businesses to the City through political and financial incentives. Such is the case for Hayward where its early banks were well connected and highly influential on the development of the town.

Up until the late 19th century, it was not customary for ordinary citizens to put their money into a bank. Banks often failed and there was not a federal guarantee of deposits as there exists today. People held onto their money, paid cash for everything, and bought on credit only in extreme cases. In banks were for business ventures where larger sums of money were required. When private individuals needed something safeguarded for a period of time, they often turned to a trusted merchant who would store their goods in the business's safe. This too was not foolproof, as robberies did happen, but in most cases, the merchant would make all efforts to compensate the individuals for their losses. Such honor is what led to the bankruptcy of Captain Roberts who attempted to make restitution after a robbery at his store, to the detriment of his own financial stability.

As business interest in Hayward began to gain momentum in the 1870s and 1880s, a series of financial institutions developed. One of the earliest was the Wells Fargo Express office, started in 1875. While not strictly a bank, it did serve as a transporter and handler of money throughout the region. In 1883, the first Bank of Haywards was formed on Castro Street (Mission Boulevard) at A Street. This institution failed four years later during an agricultural panic.¹⁷⁰ The next Bank of Hayward was founded in 1891 at Main and B Street and became one of the bedrocks of the Hayward community.

Bank of Haywards

This Bank of Haywards started out primarily with handling merchant safes. However, the executive committee, including I.B. Parsons and Horry Meek wasted no time in establishing the bank's long-standing reputation for community promotion. It was this team, with the backing of the bank that convinced the Hunt Brothers to locate their new cannery in Hayward. This decision dramatically boosted the Hayward economy for the next 75 years. They were also partially responsible for the construction of the San Mateo Bridge in the 1920s.

¹⁶⁹ *Mt. Eden: Cradle of the Salt Industry in California*, 50-52.

¹⁷⁰ Randall, 30.



Figure 36. Bank of Haywards, c.1890s (photo courtesy of the Hayward Area Historical Society).

In the era of consolidation that marked the middle of the 20th century, the Bank of Haywards became part of the Anglo-California Bank in 1949.¹⁷¹ Eventually this bank changed its name to the Crocker Anglo after a merger with the Crocker Banking family in San Francisco. Eventually it became known as Crocker National Bank. When Crocker merged with Wells Fargo Bank in 1986, the original Bank of Haywards became a Wells Fargo branch.¹⁷²

Farmers and Mechanics/Bank of Italy/Bank of America

In 1905, John Allen Park started the Farmers and Merchants Bank on Castro Street. It was later moved to Castro and B Streets.¹⁷³ In 1912, this bank built a Greek Revival style building with two-story columns with elaborate Ionic capitals and a dramatic curved corner entry. The Bank of Italy purchased this institution in 1921 and the building today is most often referred to as the Bank of Italy building. In 1927, the Bank of Italy also acquired the State Bank of San Leandro on B and Main Street while it was still under construction. This large, two-story Greek Revival building was typical for institution architecture at the time. It is most frequently referred to as the Bank of America building.

¹⁷¹ Ibid, 39.

¹⁷² Andy Anderson, *Stagecoach, Book Two: Wells Fargo and the Rise of the American Financial Services Industry* (New York: Simon & Schuster, 2002),

¹⁷³ Randall, 39.



Figure 37. Corner of B St and Mission Boulevard, Bank of Italy, c.1927 (photo courtesy of the Hayward Area Historical Society).

In 1928, they all became part of Bank of America. The 1912 building was remodeled sometime in the 1940s at the ground level. Today modern storefronts house retail stores on the first floor, however the original detailing remains at the second story façade. In 1950, Bank of America moved to 1050 B Street and to Second and A Streets in 1972.¹⁷⁴ Today, all of the early banking institutions in Hayward are now part of Wells Fargo & Co.

8.2.3 Downtown Businesses

Breweries

Downtown Hayward also had a share of other interesting businesses that warrant some mention. One industry that brought some measure of regional renown to Hayward was its breweries. The New York Brewery was reportedly established in 1865 by John Booken and Henry Hulm on A Street near Third Street. Jacob Denimark joined the venture in 1871. Their early success was marred by a massive fire in 1872 that completely destroyed the enterprise. They rebuilt larger and more modern facilities on the same lot.¹⁷⁵ They operated until sometime between 1903 and 1907 when the building no longer appears on the maps.¹⁷⁶

¹⁷⁴ Ibid.

¹⁷⁵ *The Rancho of Don Guillermo*, 187-188.

¹⁷⁶ Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California 1888-1950*.



Figure 38. Lyons Brewery, no date (photo courtesy of the Hayward Area Historical Society).

The other notable brewery was the Lyons Brewery at Castro Street (Mission Boulevard) near Jackson Street. This brewery was started in 1866 by Charles Lyons. It was purchased by Leo Palmtag in 1874.¹⁷⁷ Leo was joined in the brewery business in 1889 by his stepson, Charles Heyer.¹⁷⁸ The team enlarged the plant in 1901 when a new brick building was constructed on the site with bricks manufactured from a clay deposit discovered on another portion of the lot.¹⁷⁹ When Palmtag retired in 1905, Heyer reorganized the brewery as the Palmtag & Heyer Brewing and Malting Company. In 1910, this company merged with several other local and Oakland-based breweries to form the Golden West Brewing Company.¹⁸⁰ The Hayward plant was shut down in 1919 with the passage of Prohibition.¹⁸¹

Newspapers

Frontier newspapers were often short-lived in the mid-19th century. People started them with modest goals, limited equipment and capital, hoping to build up a circulation to support more ambitious publishing. Such is the case with Hayward's early news weeklies. The first paper to be circulated (and published) in Hayward was the *Alameda County Advocate*. This weekly publication began in 1870 under the editorial direction of Mr. S.S. Paul. It lasted less than a year.

¹⁷⁷ A Palmtag family operated a very successful brewery and beer distribution business in Watsonville during this time. While no connection between Leo Palmtag and the Christian Palmtag family have been made at this time, there is a strong possibility that the two are related.

¹⁷⁸ During this period Heyer also served four terms as Hayward's mayor.

¹⁷⁹ *The Rancho of Don Guillermo*, 188.

¹⁸⁰ Baker, 539; *Tribune* (Oakland), 14 July 1910.

¹⁸¹ Frank Clinton Merritt, *History of Alameda County, California, Volume II*. (Chicago: S.J. Clarke Publishing Company, 1928), 508-509.

Next was the equally short-lived *Plaindealer*, in 1874. This paper was actually published in San Francisco and rushed to Hayward for distribution.

The first lasting and successful paper to be printed and distributed in Hayward was the *Hayward Journal*. This publication began in on March 24, 1877. While first published by Charles Coolidge, it was under the control of Frank Dallam by May of that same year.¹⁸² Dallam continued in this role, building up circulation until it was the most popular weekly newspaper in South Alameda County. He sold the paper to George Oakes (son of hotel owner Tony Oakes) in 1882, thus beginning the long-standing relationship between the Oakes family and the *Hayward Journal*. George was editor-in-chief for many years before his death. At that point, operations were handled by his wife, Emma Peterman Oakes, and then by his son, George Oakes, Jr. All told, the Oakes family ran the paper for over forty years.¹⁸³



Figure 39. *Hayward Review*, c.1890s (photo courtesy of the Hayward Area Historical Society).

In 1929, George Jr. sold the paper to John Motzko. He ran it through the Great Depression and World War II before selling out to James Rich. Under Rich's direction, the paper saw its final days. Publication ceased in the early 1950s.

As a rival to the *Journal*, William Conner started the *Hayward Review* in 1891. Conner sold the paper to the Morgan Brothers sometime in the mid-1890s. They, in turn, sold it to a Misters Smith and Beaumont in 1905. This team was able to increase circulation to support two deliveries a week. At the height of their success, they sold the paper to Thomas Calkins in 1909. In 1912 it changed hands again to F.E. Adams and Samuel Smith. They too increased

¹⁸² Thompson & West.

¹⁸³ *The Rancho of Don Guillermo*, 189.

distribution to support a daily paper, the first in Hayward. It was sold as a daily to the Hooper Brothers in 1932 and then to Floyd Sparks in 1944. The paper continues to publish today as the *Daily Review*.

8.3 Summary

Historically, the commercial environment in Hayward, apart from that associated with the canneries and truck farming, was rather small and locally owned. Some enterprises were started to serve the community by selling them goods and services. Other were started to exploit the natural advantages of the area such as the cool canyons and agricultural products. All provided jobs to the residents and were vital to the local economy. In this way, they added to the unique atmosphere of the area and helped to define Hayward as a community.

Important Names and Sites

- Hayward Hotel
- Oakes Hotel
- I.B. Parsons
- Horry Meek
- Bank of Haywards
- Bank of Italy
- Palmtag & Heyer Brewing and Malting Company
- Hayward Journal
- George Oakes
- Tony Oakes
- Hayward Plunge
- Eggert Brothers

8.4 Property Types

The area discussed in this context statement differs somewhat from the boundaries defined for the related historical resources survey. This has been done to provide a more complete picture of the development history of the area and to show the tremendous growth of Hayward over the course of its 150+ year history. As such, the representative properties discussed below may or may not be located within the actual survey bounds.

Possible property types and/or sites associated with this context might include:

- Pre-1960 banks, breweries, commercial buildings
- Pre-1960 Recreational facilities
- Pre-1960 hotels and lodging houses
- Mid-century roadside architecture, including signage
 - Commercial buildings
 - Restaurants, etc.
 - Drive-thrus
 - Drive-ins
 - Motor courts and motels

8.5 Representative Properties

Downtown Hayward has a diverse collection of commercial buildings built in a variety of architectural styles and historical periods. Hayward's hotel district era can still be seen in the Green Shutter Hotel, which sits in the middle of the historic downtown core and is listed on the National Register of Historic Places. The distinctive Hayward Plunge also stands as a representation of recreational history in Hayward.

Roadside architecture, built along major thoroughfares such as Mission Boulevard and Foothill Boulevard to cater to the growing use of the automobile in the first part of the 20th century, is also a well-represented part of the built landscape. Properties associated with this portion of Hayward's architectural history include the brick automobile repair businesses built along Mission Boulevard in the 1920s and 1930s, roadside icons such as "Big Mike", and the Googie or modern style restaurants and other commercial businesses designed to catch the eye of the motorist through use of dynamic architectural forms and lively signage. This style of design grew out of the California obsession with "car culture" in the 1950s and 1960s. Googie architecture, also known as Populuxe, Doo-Wop, Coffee Shop Modern, or Space Age Modern, has also been identified as part of a larger overall movement of space-age industrial design that developed throughout the country during that era. Note that while some of the buildings and objects shown below are not yet 50 years old, their presence in the built environment is no less important to Hayward's built heritage and these buildings should be considered in the planning process.

Commercial/Downtown



Address: 1004 B Street –Bank of America building

Year Built: 1927

Style: Classical Revival

Designations: Located within Mark's Historic Rehabilitation District



Address: 808 B Street – Hayward Ace Hardware

Year Built: 1900

Style: Two-Part Commercial Block

Designations: Located within Mark's Historic Rehabilitation District



Address: 1019 B Street

Year Built: 1950

Style: Modern commercial

Designations: Located within Mark's Historic Rehabilitation District

Hotels & Recreation



Address: 22632 Main Street – Green Shutter Hotel

Year Built: 1918/1926

Style: Classical/Commercial

Designations: Listed on National Register of Historic Places; located within Mark's Historic Rehabilitation District



Address: 24176 Mission Boulevard

Year Built: 1936

Style: WPA-era, Moderne

Designations: none

Commercial/Transportation



Address: 22357 Mission Boulevard

Year Built: c.1925

Style: Early 20th century auto sales/service type

Designations: Located within Mark's Historic Rehabilitation District



Address: 951 C Street

Year Built: 1948

Style: Roadside/Modern Commercial

Designations: Located within Mark's Historic Rehabilitation District



Address: 22877 Mission Boulevard
Year Built: 1956
Style: Roadside/Modern Commercial
Designations: Located within Mark's Historic Rehabilitation District



Address: 22300 Mission Boulevard
Year Built: 1959
Style: Roadside signage (object)
Designations: Located within Mark's Historic Rehabilitation District

Commercial/Transportation – Post 1960



Address: 24134 Mission Boulevard
Year Built: 1966
Style: Roadside/Googie
Designations: None



Address: 21863 Foothill Boulevard
Year Built: 1966
Style: Roadside/Googie
Designations: None

Other notable examples of roadside commercial architecture in Hayward include:

- 24122 Mission Boulevard – Asian Buffet (1966)
- 444 Jackson Street – Anna's Family Coffee Shop (1965)

Chapter 9

Historic Context 6: Cultural & Religious Groups

9.0 Historic Context 6: Cultural & Religious Groups

9.1 Overview

Fraternal, social and religious organizations served to provide a social structure to the community's collective existence. They provided routine social services and support from like-minded individuals in matters economic, social and spiritual. Such bonds were especially important in the days before mass communication and rapid transit, when communities remained largely isolated from each other. Self-sufficiency was not an ideal, but a requirement of a harsh and often lonely life. Belonging to a larger group provided some relief from this isolation and served to break the monotony of a hard-labor life.

Religious institutions serve similar purpose in community life. This is true today just as it was in the 19th and early 20th centuries. Church was where you met friends and took a break from the daily toils of life. For many, it was the one time a week when they ventured into town or left the farm. Without telephones, televisions, radios or computers, it was the only chance most people had to socialize and catch up on news and local gossip. Hayward had a number of religious institutions, most of them of the Protestant and Wesleyan traditions, spread across the various settlements that now make up the City. They were the centers of life in the early community, as well as indicators of population shifts, as denominations changed to reflect the variations in demographics.

9.2 History

The evidence of specific cultural groups within a given community is often traced through the institutions that they established and in the names given to streets, buildings and neighborhoods. Like most of California, early immigrant groups were drawn to the Hayward area because of its promise for success in the agricultural realms. Most were already familiar with certain crops and cultivation methods from their homelands. With rich soil and ready markets, agriculture was a more sound investment than mining even if it lacked the romance and promise of quick returns.

Like other early agricultural areas, the development of Hayward closely follows the immigration patterns of the day. The early arrivals established the first farms. These tended to be large as land was relatively easy to obtain. They had preferential hiring for their recently arrived peers, growing the early cultural populations in a fairly rapid manner. For Hayward, this produced a largely dominant Danish and Swiss population in the Mt. Eden area. The city center was less impacted by waves in immigration, as settlers there tended to be transplants from other near-by cities rather than recent immigrants.

In Hayward, there has been a more limited range of immigrant populations than in other agricultural areas of California. This is primarily due to the scale of agriculture in the region. While the farms were large compared to later enterprises, they did not develop on the scale seen in Santa Clara County or other areas further south and east. Instead the fields and orchards were split up amongst a variety of landholders, each needed some help from hired labor, but in general not requiring the vast labor forces of near-by growing areas.

As a result, once the first several waves of immigrants had settled, change in populations and land ownership was slow. Several families would establish their own farms, and in turn, help to support a new immigrant population, resulting in steady and measured economic growth and cultural dissemination. For the most part, most of the story of immigration and its impact on Hayward is told through the histories of three major immigrant groups: Danes, Portuguese and Japanese settlers.

9.2.1 *Ethnic Groups*

Danes

Danish settlers arrived early on from the 1860s through the 1880s, fleeing internal political unrest (particularly along the southern borders with Prussia and Germany) and skyrocketing land values in their homeland. Like many European immigrants before them, they first arrived on the east coast and made their way to California in search of gold and then eventually, suitable farmland. They brought with them the Lutheran Church and a familiarity with grain crops such as hay and wheat. They came in great enough numbers to support many cultural groups and clubs that emphasized their Danish heritage to the younger generations.

In Hayward, a large percentage of the Danish settlers were also German citizens, hailing from the Schleswig-Holstein region of Germany. This area was frequently disputed between the two countries and changed hands several times during the 18th and 19th centuries.¹⁸⁴ While most settlers from the region considered themselves Danish in heritage, legally, their country of origin might have been Denmark or Germany depending on the date.



Figure 40. Dania Hall, c.1910 (photo courtesy of the Hayward Area Historical Society).

¹⁸⁴ Sandoval, *Mt. Eden*.

The pioneering Danish settlers were essential parts of the early community. They helped to clear the first farms and provided employment and shelter for many recent immigrants. Like Cornelius Mohr, these settlers tended to hire people from their homeland, giving them an opportunity to earn money to purchase their own property. In this way, Mt. Eden and Russell City were often referred to as “Little Copenhagen” or “Germantown” because of the concentration of Danish and German immigrants in the area.

Along with employment and boarding, the Danes established their own social clubs and businesses. One of the longest-lived was Dania Hall. Established in 1893 as Thyra Lodge No. 9 of the Danish Society, Dania of California and Nevada, this institution was the heart and soul of the Danish community in Hayward. In these early years the membership rented space in the IOOF building in Hayward. In 1905, the Lodge purchased a portion of the old Hayward Grammar School for \$200 and moved it across the street to the north side of First Street between B and C Streets to serve as their new Lodge building. This building was the site of dances, weddings, meetings, and other community events until the 1920s when it was replaced by a new building. The Lodge continues to function today as a group, meeting at various clubs and venues around the City. Beyond the memories and current social benevolence of the Thyra Lodge, the history of Hayward’s Danish founders can be read in the street names throughout the City: Jensen, Sorenson, Jorgensen, Hansen.

Portuguese

The first wave of Portuguese immigrants arrived in the 1850s and 1860s. They were largely farmers and fisherman from the Azores Islands. Some went directly to the gold fields before returning to agriculture, while others settled into farming right away. The farmlands in southern Alameda and Contra Costa counties were particularly appealing. “These pioneer settlers were isolated almost exclusively in Eden and Brooklyn Townships...”¹⁸⁵ By the time of the town’s founding in 1876, Portuguese immigrants were a substantial and influential segment of the community.

As was fairly typical for many immigrant populations, the first arrivals worked as hired hands and laborers on established farms. When they had saved enough money to purchase property of their own, they sent money and invitations back home for friends and families to join them. This resulted in a population boom amongst the Californian Portuguese population around 1880. At this time, the central coastal region of California (from roughly Mendocino to San Benito Counties) contained 71.5% of the entire California Portuguese community, and a majority of these were involved in farming in the East Bay area. When Portuguese farmers are taken as a subset of the 1880 Portuguese population, over 75% lived in the East Bay.¹⁸⁶ Within this region, the concentrations of settlements tended to be in San Leandro, San Lorenzo, Hayward and the Fremont districts. By some accounts, Portuguese immigrants and American-born Portuguese in Hayward accounted for more than 20% of the total population of the growing city.¹⁸⁷

¹⁸⁵ Alvin Ray Graves, *The Portuguese Californians, Immigrants in Agriculture* (San Jose, California: Portuguese Heritage Publications of California, Inc., 2004), 23.

¹⁸⁶ Robert L. Santos, *Azoreans to California: A History of Migration and Settlement* (Denair, California: Alley-Cass Publications, 1995), <http://www.library.csustan.edu/bsantos/azorean.html>.

¹⁸⁷ Graves, 32; Mark A. Wilson, *East Bay Heritage: A Potpourri of Living History* (San Francisco: California Living Books, 1979).

These trends continued through the first part of the 20th century, where the “foreign-born Portuguese population expanded by more than 200%, boosting the total from 2500 to 7650 in just thirty years [1880-1910]... Local growth rates were greatest in...Eden and Washington townships.”¹⁸⁸

As stated, the majority of these settlers were involved in “intensive farming,” meaning cultivation of annual crops. They followed the trends of their neighbors, for the most part, starting with wheat and grains and moving into vegetables, then orchards for the truck farming markets and local canneries. Even outside of the region, the industrious nature of these Portuguese farms and their highly intensive planting strategies (often interplanting one crop with another) were well regarded.¹⁸⁹ Even Jack London notes this fact in his *Valley of the Moon* as his main characters pass through San Leandro, the “Porchugeeze [sic] headquarters” as it is called where the success of the farmers is mentioned in awed tones.¹⁹⁰

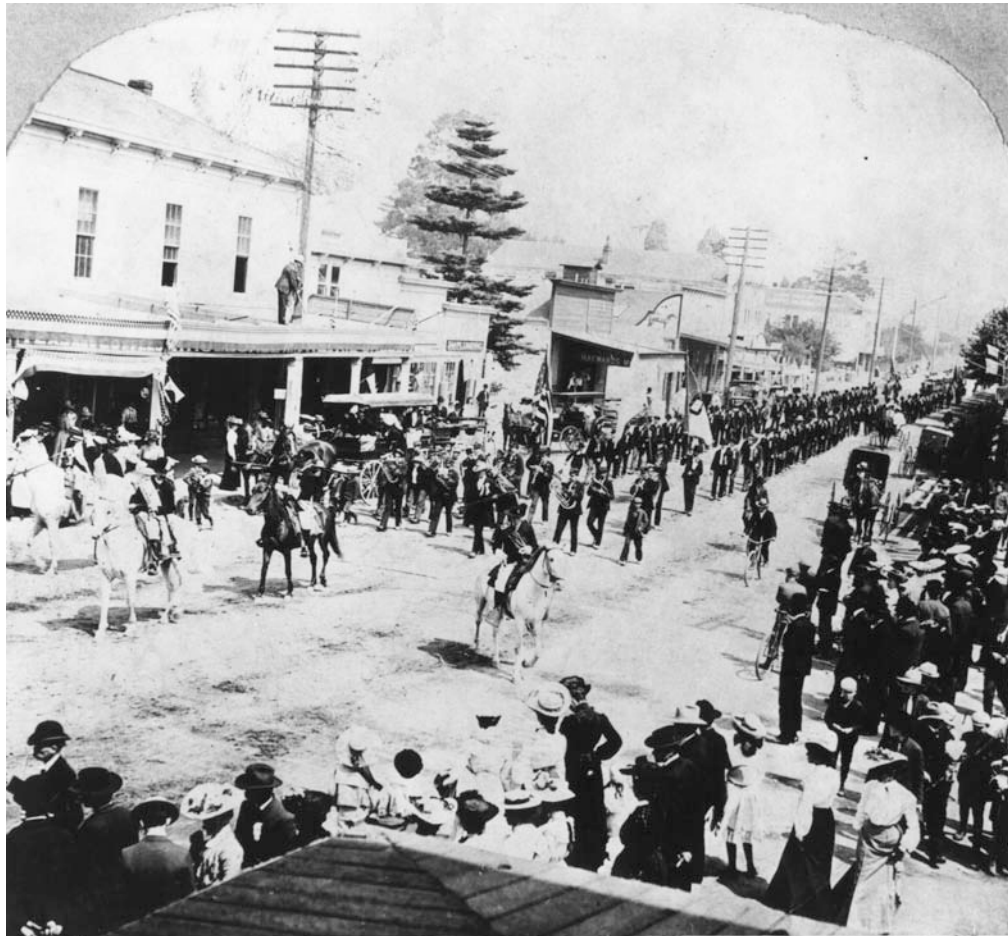


Figure 41. IDES parade on B Street, c. 1880 (photo courtesy of the Hayward Area Historical Society).

¹⁸⁸ Graves, 34.

¹⁸⁹ Santos.

¹⁹⁰ Santos.

Success at home translated into a flourishing of Portuguese-centered community groups and businesses. The first Portuguese-language newspaper in California was founded in San Francisco in 1884.¹⁹¹ It eventually moved to Oakland. Built around 1880, a Portuguese lodging house operated at the corner of Mission Boulevard and D Street. Known as the Azores Hotel, it operated as a lodging house for itinerant Portuguese workers for at least its first 30 years. After that it is listed as a hotel up through at least 1950.¹⁹²

An IDES hall was constructed around the turn of the century at First and C Streets. IDES stands for the “Irmandade do Divino Espirito Santo de Mission de San Jose, California.” This widespread fraternal and social organization began in 1889 at Mission San Jose, where a sizable pocket of Portuguese immigrants had settled. Their initial purpose was to gather their community together to celebrate the Holy Ghost Festival. They reorganized several years later to expand their mission to that of social support and cultural celebrations for the Portuguese community.¹⁹³ Soon chapters were established all over the state, including at Hayward. A dedicated hall was constructed in 1898 at 1105 C Street on land donated by J.D. and Mary Olivera.¹⁹⁴ This original structure was replaced sometime around 1920 with a new building at the same location. This structure remains and today serves as the headquarters for the entire IDES organization.

*Japanese*¹⁹⁵

The first waves of Japanese immigration differed from other immigrant groups several ways. First, their numbers were constrained not by the United States but by the Japanese government. Emigration from Japan was banned until 1885 when the government underwent a policy shift. Men formed the bulk of the first arrivals in the late 1880s with women and children following later, if at all. A second difference between early Japanese immigrants was their education level. Many were literate and had had a formal education.

The men worked primarily in the various agricultural fields as seasonal laborers. Like many other immigrant groups, these laborers tended to work long enough to enable them to purchase their own plots of land. In some cases, they would lease land collectively, at least at first, to enable groups of men to farm their own land and crops more quickly than if they waited to purchase land on their own. Their hard work and skill at farming and horticulture brought them modest success. As cash tenants they controlled the working conditions on their leased land. In the Hayward area, the flower industry became dominated by Japanese farmers, a trend that began around 1900 and continued up until the 1990s.

With success came families. Those who had left wives and children in Japan sent for them. Those who came as bachelors, utilized traditional marriage arrangements by their family members in Japan. These so-called “picture brides” arrived in the United States to marry men they had never seen before. For some the culture shock was too great and they abandoned their

¹⁹¹ Graves, 36.

¹⁹² Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California 1888-1950*; Wilson notes it was still standing in 1979. Mark A. Wilson, *East Bay Heritage: A Potpourri of Living History* (San Francisco: California Living Books, 1979),

¹⁹³ IDES of California, “A Brief History of the I.D.E.S.,” IDES of California, <http://www.idesofca.org/aboutus.html>.

¹⁹⁴ Randall, 60.

¹⁹⁵ All information on the Japanese settlements and businesses is from the files at the Hayward Area Historical Society. Where specific papers or articles were collected in these files, they are noted as such.

new husbands. However, most stuck it out, living in dirt-floored shacks while their husbands toiled in the fields all day. Their presence helped to stabilize and solidify the Japanese community in the Hayward Area.

The peak of the Issei (first generation) Japanese population in the Hayward area was during the 1920s. At that time there were several large Japanese-owned nurseries that provided employment for recent arrivals and the community in general was large enough to support a variety of cultural institutions. In 1920, the Mt. Eden Gakuen (language school) was formed. It became the center of social activities in Mt. Eden, including dances, sports teams, pageants and community services. By 1931, there were enough Issei and Nisei (second generation) Japanese residents to support a second gakuen in Ashland. This institution was established on land donated by Minoru Okada. In 1936, the Eden Chapter of the Japanese American Citizens League (JACL) formed to further strengthen community ties and resources.

In 1929, Kumaichiro Shinoda donated land for the San Lorenzo Christian Church adjacent to his San Lorenzo Nursery. The donation included a house, which served as the sanctuary until money could be raised to build a proper facility. The efforts were stalled by World War II, and Shinoda died in the internment camps. However, his son, Daniel vowed to see a church constructed. When the community regrouped in 1949, a church was built and christened the San Lorenzo Japanese Holiness Church. It continues to serve the Japanese community today at its location at 615 Lewelling Boulevard in San Leandro.

While local policies differed, nationally the Japanese immigrants soon ran into harsh discrimination and racism. Anti-Japanese laws were passed limiting first immigration, then citizenship and finally land ownership. The culmination of these actions was Executive Order 9066, which called for the detainment and forced relocation of hundreds of Japanese in the 1942. Most families from the Hayward area were sent first to Tanforan racetrack for processing, then on to the Tule Lake internment camp near the California-Oregon border. The combination of the Great Depression and Internment nearly destroyed the economic vitality of Hayward's Japanese population. Some were able to lease their lands to trusted non-Japanese friends and returned to find their nurseries wanting but still functional. However, for those who leased lands, they lost their homes and businesses.

Upon their return, those who were able to salvage some of the life they left behind often took in others who were less fortunate. The community rallied around itself, setting up hostelrys in churches, basements and barns. The Ashland Guken served as one such hostelry for many months afterward. However, many chose to leave the area altogether. Yet, in spite of the tremendous obstacles, by mid-century a sizable community had been reestablished. As the restrictive national legislation was gradually repealed, the Japanese community once more began to flourish. Nurseries expanded and multiplied as production increased. Japanese businesses resumed operation and new families settled in the area.

After World War II, opportunities for educated Japanese opened up in the larger community. Where once they were relegated to jobs in agriculture, now there was a growing Japanese professional class – lawyers, doctors, teachers, businessmen, etc. In 1948 the Alien Land law was repealed by popular vote and 1952 Japanese aliens were finally allowed to apply for United

States citizenship. By the onset of the Sansei (third generation) most Japanese-Americans has moved into business ownership, broader community leadership and cultural acceptance that would have been unthinkable two generations before.

Chinese

Chinese immigrants formed the agricultural labor base for much of California for most of the last quarter of the 19th century. Many first arrived in California during the Gold Rush and soon discovered that the only jobs available to them were the heavy labor positions in the mines. Some eventually found employment building the thousands of miles of railroad criss-crossing the state. Other, tired of the abuse on the railroad or in the mines, settled in the agricultural regions where the demand for unskilled labor was high and the danger levels were lower. In the Hayward Area, the first major influx of Chinese immigrants began arriving in the 1870s to work on the construction of the Chabot Dam. A small but steady Chinese population appears to have remained in Hayward ever since although little documentation exists to suggest that there was a particular concentration in one area of the City or that they had dominance in any particular industry or sector of the economy. Maps from the period show a small concentration of Chinese-run businesses at Main and D Streets. This area is noted as the “Chinese Block” on Sanborn maps from 1888 through 1907. The block had been replaced by 1923. Generally, little is known about the early Chinese population or its evolution over time.

Mexicans

Like many immigrant groups before them, the Mexicans came to the Hayward area in search of a better life, higher wages and more opportunity for their families. The first major wave came to the area during World War II under the Bracero program when Hayward was still highly dependent on agriculture as part of its economic base. Created in 1942 to fill the labor shortages left by the Japanese internment program, this joint United States – Mexico venture recruited Mexican workers to work legally (in agriculture) in the United States for a certain period of time, determined by contract. When the contract was complete, the workers were required to return to Mexico. The promise of work and better wages attracted thousands of rural Mexican farmers who had lost everything in the 1910 revolution and struggled to find work under their new government. It also attracted young and educated Mexican men looking to “experience” life in California. Regardless of education or background, all participants in the Bracero program were hired on a contractual basis by farmers through approved labor contractors who worked directly with the federal governments to fulfill demand. The agreements were often in English only leaving many Bracero workers with little to no understanding of the terms of their employment or their rights under the program’s charter. They were often exploited or threatened with deportation and worked with little security. In spite of this, they still made more money harvesting crops than they could hope to make in Mexico and many stayed through the end of the program in the 1960s.

Today, the Latino population in Hayward comprises 34% of the general population and is by far the largest single ethnic group represented. Most of this group, both recent immigrants and old-timers, can trace their journey back to the Mexican states of Jalisco and Michoacan.¹⁹⁶ The draw remains the same, better lives for their families. However, now there is a strong community with

¹⁹⁶ *Review* (Hayward), January 16, 2005.

established churches, social programs and advocacy groups for both recent arrivals and their children.

9.2.2 Churches and Religious Organizations

Churches and other religious organizations were a critical part of the rural social network of early California, including Hayward. The types of churches, their locations and their architecture were often indicative of where the settlers originated. Different ethnic groups tended to form their own churches, often with services in native languages and schools or classes associated with perpetuating cultural customs and language. Even though Hayward remained fairly small until the close of World War II, it had a wide variety of churches, denomination and organizations scattered throughout the various districts of the City and surrounding lands.

All Saints Catholic Church – 2nd and E Streets

All Saints Catholic Church was founded by Father John Griffin in 1868. The first services were held in Brown's Hall on Castro Street (Mission Boulevard) between A and B Streets.¹⁹⁷ To encourage settlement (and hence sales) within his subdivisions, Faxton Atherton donated a great deal of land to churches and public institutions in the 1860s and 1870s. In 1869, he donated a plot of land at D and Second Streets to the new Catholic Church and volunteers constructed the first Catholic Church building in Hayward.¹⁹⁸



Figure 42. All Saints Church, c. 1910 (photo courtesy of the Hayward Area Historical Society).

This building served them well for the next 40 years. However by the turn of the century, space was becoming tight as an influx of Portuguese and other typically catholic immigrant groups swelled the population. In 1909, the current church was constructed on the same plot of land. At

¹⁹⁷ Randall, 48.

¹⁹⁸ Ibid.

that time, the original church was moved to another part of the lot and used for school classrooms. Another expansion in 1945, resulted in a major expansion of the All Saints Catholic School. Today this school serves grade levels from Kindergarten through the 8th grade.

Methodist Church

Methodist preachers often roamed the countryside in sparsely settled western lands, preaching and setting up churches along the way. Such was the beginnings of the Methodist Church in Hayward. In 1853, circuit minister Dr. William Morrow held the first Methodist “meetings” in the area, ministering to six groups in the East Bay from Mission San Jose north to Alameda.¹⁹⁹ At these meetings small groups of people agreed to meet together on a regular basis to worship, even if there was no minister present. The idea was that as more people joined the worship group, eventually a church would be founded and a minister could be supported.

In 1865, a second circuit minister, Zacharias Hughes, arrived and built a small building on his property in Castro Valley to serve as the area’s first Methodist church building. (See Chapter 4 for more information on the relationship between Hughes and early schools.) It was at this time that several families decided to split from the Methodist group to form Eden Congregational Church. The rest organized the first Methodist Church in Hayward in 1866 and constructed a dedicated church building on B Street between First and Second Streets on land donated by Atherton.²⁰⁰ A fire destroyed part of the church in 1899. In the repair process, the original church was slightly modified with small additions to the rear and side, and its spire was removed.²⁰¹ Construction of a school at the rear of the property occurred around 1945. Today, the property continues to serve as First United Methodist Church at 1183 B Street, however the original 1866 building was torn down sometime after 1950 and replaced with the current series of buildings.²⁰²

Eden Congregational Church (Pioneer Chapel)

Eden Congregational Church was founded in 1865 by a small group of Methodists unhappy with their church. From these original nine members a strong history of over 140 years of services have ensued. The actual church building (now known as Pioneer Chapel, part of Eden United Church of Christ) was constructed in 1868. On land donated by W.C. Blackwood at A and First Streets.²⁰³ Originally at grade, the building was raised in 1887 to accommodate new classroom and meeting space at the basement level.²⁰⁴

Due to the planned widening of Foothill Boulevard in the late 1940s and early 1950s, the church was moved from downtown to the current lot at Birch and Grove Streets in North Hayward in 1947. Here it stood until 2002 when it was moved to a corner of the same lot to accommodate construction of a new, larger church. At this time, the lower, 1887 basement section was removed and the church was restored to its original relationship with the street. Among the

¹⁹⁹ Ibid.

²⁰⁰ Ibid.

²⁰¹ *The Rancho of Don Guillermo*, 155; Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California 1888-1950*.

²⁰² Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California 1888-1950*.

²⁰³ Randall, 48.

²⁰⁴ Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California 1888-1950*.

building's historic features are oak pews that date to around 1910 and a late 19th century organ that was disassembled and reinstalled during the 1947.²⁰⁵

Mt. Eden Union Church (Protestant)

Mt. Eden Union Church was constructed in 1887 on land donated by the Mohr family on Telegraph Road (Hesperian Boulevard) near Depot Street. It was designed by prominent Oakland architect, and German immigrant, Charles F. Mau.²⁰⁶ Funds for construction of the church were raised by the entire community, but were largely supported by prominent Mt. Eden businessmen, such as Justus Gading, D. Pesdorf, Henry Perterman, E. Clawiter and Nicolas Grading.²⁰⁷ It was attended by many of the most well-known figures in Mt. Eden history including Captain Roberts and Joel Russell. The original charter for the church called for all religions and denominations to be preached equally.

After construction, upgrades to the church were slow to happen. For example, it did not receive electricity until 1931. Not long after, in 1937, the changing views of the congregation were codified when the board elected to become a Presbyterian church. A large social hall was then planned for the rear of the property. Unfortunately, after over 50 years of service, the church was destroyed in a fire in 1943.²⁰⁸ Some time passed before a plan was devised for the property. In 1958, it was deeded to the San Francisco Presbyterate and all remaining monies in the treasury were donated to the Mt. Eden Cemetery Association.²⁰⁹ Today, the Mt. Eden Presbyterian Church stands on a portion of the original lot donated by the Mohr family.

Trinity Protestant Episcopal Church

Another of the early Hayward churches is Trinity Protestant Episcopal Church. This group was founded in 1886 by Reverend Hamilton and 45 local residents. They met in various halls downtown until 1888 when they were able to construct a church building at the corner of Pearce and Grace Streets on land donated by William Pearce.²¹⁰ Like other small churches, this building too was moved several times. The first move was approximately a block to the northeast in 1905 to the corner of Simon and Castro Streets (Mission Boulevard). It remained there, unchanged until 1947 when the nave was enlarged.²¹¹ In 1957, it was moved a second time to the corner of Templeton Street and Hill Avenue in North Hayward.²¹²

Spiritually, Trinity Episcopal broke with the mainstream Episcopal Church in the 1970s, setting off a property battle between the local congregation and the larger Episcopal Church over ownership rights at the Hill Avenue site. The local church won the court battle. However, in 1992 they sold the church and its surrounding property to Sikh Temple.²¹³ After the sale, the

²⁰⁵ *Tribune* (Oakland), 19 February 2007.

²⁰⁶ *Mt. Eden: Cradle of the Salt Industry in California*, 75.

²⁰⁷ *Ibid*, 76.

²⁰⁸ *Ibid*, 78.

²⁰⁹ *Ibid*, 78.

²¹⁰ Randall, 49.

²¹¹ *The Rancho of Don Guillermo*, 186.

²¹² Hayward City Council, *North Hayward Neighborhood Plan*, (July 19, 1994): Resolution 94-175.

²¹³ *Tribune* (Oakland), 21 February 2006.

church congregation continued to hold services on the site for an additional four years, cohabitating the space with the Sikhs.²¹⁴ The original church still remains on this site.

Hayward Presbyterian Church

Hayward Presbyterian Church was founded in 1891 as a small group of 22 people meeting in the Native Sons Hall.²¹⁵ They constructed their own building in 1894 on B Street, between First and Second Streets, near the Methodist Church. It was demolished sometime after 1950.²¹⁶

9.2.3 Fraternal Organizations

Early fraternal organizations were set up to provide some network of social support. Many were associated with certain trades or were organized along ethnic lines. Others provided order and a social hierarchy apart from birthright or financial standing in the larger community. They served to watch out for their members' needs in times of hardship. Some of the larger groups established nursing homes, orphanages and cemeteries for their members and for the needy in their communities. Those that survive to this day still provide many of these services although to a lesser extent than they once were called to do.

The fraternal institutions were organized in roughly analogous manners. Typically, there was a parent organization that operated on the national, or international level. At the local end, individual community groups organized and were affiliated with the parent organization. Depending on the exact structure of the group, they were thematically named and often numbered as well. For example, the Freemasons had individual lodges that reported to a state or regional grand lodge which then reported to the national or international overarching organization. There could also have been variations within a group representing slight differences of rites or organizational nomenclature.

The specific rituals and rites of each group varied. However, their general structures and senses of purpose were remarkably similar. Typically, one could only be eligible for candidacy through the invitation of an existing member. Once initiated, certain levels of standing were reached through knowledge or deed according to their specific codes. As a member progressed up the rankings, they were granted more prestige and respect from their fellow members. Sometimes new privileges were also opened up to members of a particular standing and with the privileges came increased power and authority within the organization.

Even today, many of the older fraternal organizations remain closed to women. They do not limit female participation, per se, but rather channel female participation into women-only "sister" organizations. Some are set up in a manner similar to their "brother" groups but may have different rituals of their own that remain unknown to the uninitiated. Historically they tended to work in tandem with their brother groups and traditionally included the wives and daughters of members.

Those groups with more commercial leanings served, and still serve, as networking groups where fellow members gave preferred business standing to each other and they worked to

²¹⁴ *Tribune* (Oakland), 27 October 2003.

²¹⁵ Randall, 49.

²¹⁶ Sanborn Fire Insurance Company, *Sanborn Fire Insurance Maps: Hayward, California 1888-1950*.

support the commercial and personal successes of their peers. All tended to provide programs for the general youth populations of their communities and had considerable influence in local politics. The larger national and international groups maintained offices in politically strategic locations and lobbied on behalf of their members' interests when appropriate.

The following represent the most well-known and well documented fraternal and associated groups found in Hayward since its initial settlement in the mid-1850s. It is not an all-inclusive list as many groups merged, records were lost or no records were kept of their meetings. For the most part, what is represented below are the largest local and national organizations that show how well connected Hayward's citizens were to widespread social movements of the times.

Independent Order of Odd Fellows (IOOF)

The Independent Order of Odd Fellows was established in 17th century England to provide help to those in need and to work for the betterment of mankind in general. The first North American order was formed in 1819 in Baltimore. They created the Rebekah Degree in 1851 to include women under the Odd Fellow banner. This organization was also one of the first to establish senior care homes for its members and orphanages for the greater community. All individual local lodges reported to the Sovereign Grand Lodge Headquarters in Winston-Salem, North Carolina. California also had a state Grand Lodge and a state Grand Encampment. Membership required the declaration of belief in a higher Supreme Being but no particular religious affiliation was advocated. The official policy "forbids any interference with one's religious beliefs or political opinions."²¹⁷ Each lodge set its own dues fees and structure.



Figure 43. I.O.O.F. Hall, c.1910 (photo courtesy of the Hayward Area Historical Society).

²¹⁷ *About Us*. Independent Order of Odd Fellows, <http://www.ioof.org/aboutus.html>.

The first California lodge, Lodge #1, was granted a charter on September 9, 1849, in San Francisco. Hayward's lodge was organized early in the town's history as Sycamore Lodge No. 129 and Alameda Encampment No. 28.²¹⁸ The Hayward Rebekah Lodge #26 was established sometime before 1919.²¹⁹

A new IOOF building was under construction in 1868 when the earthquake struck. The building's close proximity to the fault was enough to cause some damage, but construction was soon completed. It became the site of all sorts of community meetings from other fraternal organizations to civic offices to temporary church lodgings. It truly was a building for the whole City. It remains today as one of the oldest buildings in the downtown. Even though it has been altered over the years, many original features do remain and others may exist under the modern finishes.

Freemasons

The Masons are one of the largest and most well known of the fraternal organizations. Their origins are loosely found in the English stonemasons guilds of the late middle ages. The first official Lodge was formed in 1717 in London. Colonists brought Freemasonry to North America and the organization claims 13 signers of the Declaration of Independence and 14 U.S. presidents as members.

Like the Odd Fellows, Masons must profess a belief in one God but no specific religious doctrine is promoted or followed. They greet each other as "brother" and believe, among other things, that each individual has a right to think and act freely, that each person has a responsibility to be a good, law-abiding citizen and that improving the community is central to an honorable life. To focus on specific aspects of community development, there are several sub-groups within the Masons that focus their efforts on certain segments of the community. The Shriners were established as a fraternity of Masons who stressed fun and camaraderie over ritual and chose philanthropy, specifically for children, as their community improvement mission. Scottish Rite Masons are another fraternity of members who have achieved a certain level within the general Freemasonry organization. It offers members ways to advance further in the group.

The Freemasons are organized into lodges or temples. Different sub-fraternities, like those listed above, have different rituals, or degrees, of advancement. The highest "degree" is the 33rd, which is granted to individuals who have shown an extraordinary lifelong commitment to the ideals of the organization and to their community.

The Masons also had a presence in Hayward with Eucalyptus Lodge No. 243, founded in 1876. They met at the IOOF Hall until 1924. The following year they constructed their own building on B Street. The building was remodeled several times over the years, including major changes

²¹⁸ The exact date could not be located but is known to be before 1866 (see Hellar). "The Richard N. Schellens Collection of Historical Materials, Surname Index from 'Hayward to Hovey,'" Livermore-Amador Genealogical Society, http://www.l-ags.org/schellens/sch_surn_H2.html.

²¹⁹ *Tribune* (Oakland), December 7, 1919; Scott Brown, "California Lodges," Grand Lodge of California Independent Order of Odd Fellows and Rebekahs, http://www.caioof.org/IOOF/CA_Lodges.html#H.

to the first floor in 1967. Today, traces of its original appearance remain, although the façade has been altered.²²⁰

Native Sons

As greater numbers of immigrants and settlers traveled to California in the latter half of the 19th century, a small group of long-time settlers began to fear the early culture and history of California would be lost under the banner of progress and modernization. In 1875, Albert Maver Winn founded the Native Sons of the Golden West to preserve monuments and historic sites related to the early history of California's settlement. The main criteria for membership were birth in California and being male. Many of their early members were highly respected and prominent politicians, academics and socially connected individuals.



Figure 44. Native Sons of the Golden West, no date (photo courtesy of the Hayward Area Historical Society).

The primary goal at first was raising funds to reconstruct Sutter's Fort in Sacramento, support the crumbling Missions throughout the state and repair to the Monterey Custom House. From here, the Native Sons expanded their mission to education and social services, most focused on promoting the history of California.

Today the Native Sons have many chapters around the State, which they call "parlors." Membership is open to both sexes and all backgrounds, provided you were born in California. Like many other fraternal and social organizations, they sponsor youth scholarships, community events and social gatherings. In Hayward, the Native Sons had a dedicated building. It was

²²⁰ Wilson.

constructed in 1894 on Main Street but was torn down in 1934 to make way for a new fire station. Today, Hayward Fire Station #1 occupies the site.

Other groups:

Other fraternal organizations listed in 1878 in Hayward included:²²¹

- Good Templars Laurel Lodge, No. 202
- Sons of Temperance, Haywards Division, No. 14
- Haywards Independent Band of Hope
- Ancient Order United Workman, Haywards Lodge No. 18
- Workingmen's Club

9.3 Summary

In spite of its slow growth and rural atmosphere, Hayward has been influenced by a variety of different cultures, ethnicities and religions. Some groups had a stronger impact than others, but all left their marks in the buildings they constructed, in the businesses they started and in the institutions they founded. Recognizing some of the major remaining elements may help the community to find other remnants of their past in unexpected places.

Important Names and Sites

- IOOF
- Native Sons of the Golden West
- Freemasons
- Dania Hall
- IDES
- Pre-1960 churches

9.4 Property Types

Possible property types and/or sites associated with this context might include:

- Churches
- Cultural clubs
- Social clubs
- Pre-1960 ethnically focused hotels and lodging houses or other businesses

²²¹ Thompson & West.

9.5 Representative Properties

Though Hayward, like many other cities, has undergone significant demographic shifts since it was originally founded, some evidence of its social and cultural roots still remain evident in the built landscape. Churches and social halls were centers of life in the early community, as well as indicators of population shifts; these remain today to tell the story of Hayward's roots and continual evolution.

Churches



Eden Congregational Church (Pioneer Chapel)

Address: 21455 Birch Street

Year Built: 1868

Style: Greek Revival

Designations: Listed on the National Register of Historic Places

Fraternal Organizations



Address: 1105 C Street

Year Built: c.1920

Style: N/A

Designations: None

Chapter 10

Report Conclusions

10.0 Report Conclusions

The early resort community of Hayward's that was once surrounded by agricultural lands has since evolved into the lively City of Hayward, a multi-cultural community with shared histories and diverse neighborhoods. While the City of Hayward has grown from its rural beginnings into a flourishing Bay Area suburban center, it has succeeded in retaining much of its sense of community, and as a result, a deep sense of community pride.

Understanding, and subsequent stewardship, of the City's historical and cultural past relies on informed identification of its association with historic events, architectural features, people and patterns of development. This document is not intended to be a definitive history on all aspects of the City's historical and cultural past, but strives to categorize those historical associations and identify the periods of significance by which to evaluate properties that may best represent Hayward's past. These are the community characteristics that define Hayward, and indeed, set it apart from other Bay Area communities.

Chapter 11

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Appendix A

Secretary of the Interior's Standards
For the Treatment of Historic Properties

A. Secretary of the Interior's Standards For the Treatment Of Historic Properties

This is a brief introduction to the Secretary of the Interior's Standards for the Treatment of Historic Properties. The full, 182 page set of standards and guidelines is available, free of charge, for download at <http://www.cr.nps.gov/hps/tps/standards/index.htm>.

Choosing an Appropriate Treatment for the Historic Building

The Standards are neither technical nor prescriptive, but are intended to promote responsible preservation practices that help protect our Nation's irreplaceable cultural resources. For example, they cannot, in and of themselves, be used to make essential decisions about which features of the historic building should be saved and which can be changed. But once a treatment is selected, the Standards provide philosophical consistency to the work.

Choosing the most appropriate treatment for a building requires careful decision-making about a building's historical significance, as well as taking into account a number of other considerations:

1. Relative importance in history.

Is the building a nationally significant resource—a rare survivor or the work of a master architect or craftsman? Did an important event take place in it? National Historic Landmarks, designated for their “exceptional significance in American history,” or many buildings individually listed in the National Register often warrant Preservation or Restoration. Buildings that contribute to the significance of a historic district but are not individually listed in the National Register more frequently undergo Rehabilitation for a compatible new use.

2. Physical condition.

What is the existing condition— or degree of material integrity—of the building prior to work? Has the original form survived largely intact or has it been altered over time? Are the alterations an important part of the building's history? Preservation may be appropriate if distinctive materials, features, and spaces are essentially intact and convey the building's historical significance. If the building requires more extensive repair and replacement, or if alterations or additions are necessary for a new use, then Rehabilitation is probably the most appropriate treatment. These key questions play major roles in determining what treatment is selected.

3. Proposed use.

An essential, practical question to ask is: Will the building be used as it was historically or will it be given a new use? Many historic buildings can be adapted for new uses without seriously damaging their historic character; special-use properties such as grain silos, forts, ice houses, or windmills may be extremely difficult to adapt to new uses without major intervention and a resulting loss of historic character and even integrity.

4. Mandated code requirements.

Regardless of the treatment, code requirements will need to be taken into consideration. But if hastily or poorly designed, a series of code-required actions may jeopardize a building's materials as well as its historic character. Thus, if a building needs to be seismically upgraded, modifications to the historic appearance should be minimal. Abatement of lead paint and asbestos within historic buildings requires particular care if important historic finishes are not to be adversely affected. Finally, alterations and new construction needed to meet accessibility requirements under the Americans with Disabilities Act of 1990 should be designed to minimize material loss and visual change to a historic building.

Using the Standards and Guidelines for a Preservation, Rehabilitation, Restoration, or Reconstruction Project

The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings are intended to provide guidance to historic building owners and building managers, preservation consultants, architects, contractors, and project reviewers prior to treatment. As noted, while the treatment Standards are designed to be applied to all historic resource types included in the National Register of Historic Places—buildings, sites, structures, districts, and objects—the Guidelines apply to *specific* resource types; in this case, buildings. The Guidelines have been prepared to assist in applying the Standards to all project work; consequently, they are not meant to give case-specific advice or address exceptions or rare instances. Therefore, it is recommended that the advice of qualified historic preservation professionals be obtained early in the planning stage of the project. Such professionals may include architects, architectural historians, historians, historical engineers, archeologists, and others who have experience in working with historic buildings. The Guidelines pertain to both exterior and interior work on historic buildings of all sizes, materials, and types.

The Standards for the first treatment, *Preservation*, require retention of the greatest amount of historic fabric, along with the building's historic form, features, and detailing as they have evolved over time. The *Rehabilitation* Standards acknowledge the need to alter or add to a historic building to meet continuing or new uses while retaining the building's historic character. The *Restoration* Standards allow for the depiction of a building at a particular time in its history by preserving materials from the period of significance and removing materials from other periods. The *Reconstruction* Standards establish a limited framework for re-creating a vanished or non-surviving building with new materials, primarily for interpretive purposes.

Appendix B

Secretary of the Interior's
Professional Qualifications Standards

B. Secretary of the Interior's Professional Qualifications Standards

The following requirements are those used by the National Park Service, and have been previously published in the Code of Federal Regulations, 36 CFR Part 61. The qualifications define minimum education and experience required to perform identification, evaluation, registration, and treatment activities. In some cases, additional areas or levels of expertise may be needed, depending on the complexity of the task and the nature of the historic properties involved. In the following definitions, a year of full-time professional experience need not consist of a continuous year of full-time work but may be made up of discontinuous periods of full-time or part-time work adding up to the equivalent of a year of full-time experience.

History

The minimum professional qualifications in history are a graduate degree in history or closely related field; or a bachelor's degree in history or closely related field plus one of the following:

1. At least two years of full-time experience in research, writing, teaching, interpretation, or other demonstrable professional activity with an academic institution, historic organization or agency, museum, or other professional institution; or
2. Substantial contribution through research and publication to the body of scholarly knowledge in the field of history.

Archeology

The minimum professional qualifications in archeology are a graduate degree in archeology, anthropology, or closely related field plus:

1. At least one year of full-time professional experience or equivalent specialized training in archeological research, administration or management;
2. At least four months of supervised field and analytic experience in general North American archeology, and
3. Demonstrated ability to carry research to completion.

In addition to these minimum qualifications, a professional in prehistoric archeology shall have at least one year of full-time professional experience at a supervisory level in the study of archeological resources of the prehistoric period. A professional in historic archeology shall have at least one year of full-time professional experience at a supervisory level in the study of archeological resources of the historic period.

Architectural History

The minimum professional qualifications in architectural history are a graduate degree in architectural history, art history, historic preservation, or closely related field, with coursework in American architectural history, or a bachelor's degree in architectural history, art history, historic preservation or closely related field plus one of the following:

1. At least two years of full-time experience in research, writing, or teaching in American architectural history or restoration architecture with an academic institution, historical organization or agency, museum, or other professional institution; or
2. Substantial contribution through research and publication to the body of scholarly knowledge in the field of American architectural history.

Architecture

The minimum professional qualifications in architecture are a professional degree in architecture plus at least two years of full-time experience in architecture; or a State license to practice architecture.

Historic Architecture

The minimum professional qualifications in historic architecture are a professional degree in architecture or a State license to practice architecture, plus one of the following:

1. At least one year of graduate study in architectural preservation, American architectural history, preservation planning, or closely related field; or
2. At least one year of full-time professional experience on historic preservation projects.

Such graduate study or experience shall include detailed investigations of historic structures, preparation of historic structures research reports, and preparation of plans and specifications for preservation projects.